

A CRITICAL DISCOURSE ANALYSIS OF FIVE PERSUASSIVE SPEECHES OF MARTIN LUTHER KING JR

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ABSTRACT

The core aspiration that led to investigate and study the five speeches of Martin Luther King Jr, who is known to be an influential and dominant orator to understand the distinguishing, contextual, structural, and thematic features incorporating the linguistics strategies adopted by him. The type of research chosen in this research is qualitative approach and narrowed down to five speeches from twenty-five hundred speeches to develop comprehensive understanding and result oriented research for future perspectives. The methodology opted is Norman Fairclough 3D Critical Discourse Analysis model that has 3 layers of analysis which are firstly, the discourse as description of pure text; secondly is discourse as interpretation of text as-discursive-practice; thirdly is discourse as explanation of text as-social-practice included. The study is restricted to King's persuasive strategies analyzing from Political Discourse Analysis in which there is structural framework of argumentative strategies for actions with five categories for five persuasive speeches initiating from, claims for an action; goals; circumstances; goals-means; and values. The collection of data from the five notorious speeches by calculating the frequency of words in the speeches to determine the thematic; semantic; ideologies; intentions; syntax; variations of the linguistic features. It has been concluded that Martin Luther King was a very optimistic; peacemaker and action-oriented man with bold symbolic, freedom of expressions who managed to win the masses with leadership potential, pragmatic style and convincing words. He advocated the nation to learn from History to be aware of their legal and fair voting rights as American

citizen by current non-violent marches and demonstration to shape. The future of Afro- American as free nation with equal, just and fair rights.

Keywords: MLK, Martin Luther king Jr, CDA, PDA, RDA, Race Disparity Audit

Background Study

This research paper will deeply analyze and examine the significance of Linguistics features incorporating with Discourse, Sociolinguistics and Semantic fields that changed the face of America. Martin Luther King was a visionary man with leadership potential who was empathetic to feel the pain and agony of Afro-Americans being treated unfairly and break the stereotype of social evil persisting in the American society. It is an art of leader-orator to compel and convince the masses through their expertise in language usage of their consolidated ideologies to establish in their minds of commoners and create history. It is leaders like MLK who are dream-makers to initiate positivity and hope in people's lives; inspire them to bring a change and makes a difference in this world by taking responsibility as responsible citizen to acknowledge current affairs, confront them, challenge them, defeat them and overcome them in good faith.(Martin, 2011) ; started civil rights movement; educated the commoners the significance of equality; highlighted the difference between justice and injustice; plucked out the deep-rooted seeds of discrimination of color, cast, ethnicity, culture and social status.. During 19th Century, the slavery was abolished in 1865 by President Abraham Lincoln officially as 13th Amendment by freeing Black men and women. The slavery was abolished only on papers as an amendment but slavery of minds through domination, suppression, racism, and discrimination persisted on the soil of America. During 20th century, a century later the Afro-American were still in the loop of the inferior citizen and were treated unjust manner that led to civil rights movement initiated by MLK to eradicate the racism and discrimination persisted in the roots of America. Martin Luther King was faced with a lot of controversies and criticism, when initially he introduced these movements, they were not readily accepted by white supremacy and faced criticism. His ideas were rejected, and it created havoc, confusion, humiliation, and hatred among the citizen of USA. He was the master of speech delivery in terms of his convincing style in usage of pitch, pace, pause, intonation, and intensity. It has been observed that MLK had a very powerful and inspiring delivery style that was not only restricted to only lexical and structural choices. In order to

connect with audience, he used slow pace with long pauses to reflect with gravity, trustworthiness, self-control and confidence gradually accelerating to fast pace with combination of rising pitch and short pauses embarking liveliness, motivation, authority and fury (Naser, Katea, & Hammadi, 2020). Martin Luther King started civil rights movement in the United States of America, but civil right movement was not restricted to USA but radiated in other parts of the world as well.

Statement of Problem

The researcher has applied Norman Fairclough CDA model to examine these notorious five speeches critically. Studying the Sociolinguistic and cultural significance creates discrepancies' in encompassing the ill-treatment and prejudice outlook of white American towards Afro-American are reflecting in these five speeches and their repercussion on the people of America.

Objective of the Study

The core objective of this research is to have in-depth analysis and critically analyzed the five renowned speeches of Martin Luther King capsulating his doctrines and beliefs that was the inauguration of the awareness led to spread like fire the agenda of racism till now persisting presided by the incident in which George Floyd was brutally murdered by white policeman as the result of deeply rooted prejudice against Black people. This evidence has started movement with slogan "Black lives matter," the social evil still dwells in the hearts and minds of people.

RESEARCH QUESTIONS

1. Which were the powerful and compelling lexical choices made to change the mind set of masses reflecting Martin Luther King's doctrines and beliefs in using positive and negative connotations?
2. What discriminatory elements such as biasness, prejudice and inequality were found in the speeches that portrayed the relationship of white Americans and Afro- Americans from the socio-cultural, economic and political that led to demarcation in American citizenship reflected in his speeches?
3. How were the speeches evaluated in the scale of white supremacy and black oppression corresponding their impact in terms of ethnicity, race, states, region, national, and international level?

THEORETICAL FRAMEWORK

The investigation has been done of Martin Luther King's speeches delivered in United States of America to eradicate the color and racial prejudice leading to class distinctions creating disturbances and inequalities as the negative impact in the country. In this research analytical framework for CDA by Norman Fairclough supported by theory and methodology of this model to assist the research in best possible manner is used. The research has laid foundation on the variety of features to incorporate and deal with all kinds of problematic fields.

LITERATURE REVIEW

Critical Discourse

Discourse is the communication carried by people either written or verbal consisting of more than one sentence to furnish the particular motive and get the desired result contrary to what it may lead to in the end. Discourse is broader aspect and is umbrella term under which language takes shelter that in language the symbolic units and linguistic units are studied and individual meanings of words are focused like road signs, safety signs, warning signs, security signs, hospital, health & hygiene signs, lab signs, restaurants' instructions, rules & regulation symbols, and meanings (Mullet, 2018). Discourse is considered as macro level covering the different point of views and overall meanings in context conveyed by language. Context contains meaningful concept referring to cultural, social, educational, national, international, religious, economic, financial, political and historical structure of the discourse to analyze the underlying meaning to bring out the change and achieve the transparent motive or ulterior motive (Amoussou, 2018).

Discourse Analysis

Discourse analysis makes use of the language to extract the meaning in context from the communication and capsulates the purpose to utilize the language optimizing the desired target or goal. According to Wodak & Kryzyzanowski (2008) discourse analysis regulates the research that is established on the problem-oriented nature with a multifarious social problems affecting individual or groups negatively. Discourse analysis reveals underlying meanings and goes beyond literal meanings of words and language. It has ways to analyze qualitative data such as analytical analysis, thematic analysis, content analysis, narrative analysis, content analysis, discourse analysis, and critical analysis. It can be done on talk shows,

speeches, group discussions, interviews, and documentaries. DA engages how people communicates in certain social environment like Director deals with subordinates and vice versa; how diverse ideologies shared and discussed using language; when social encounters and interactions takes place to develop friendship and resolve disputes. Researchers can maximize their objectives using effective and concrete tool of DA. There are two significant variants of DA first is Language in use approach in which minute detailing are observed like phonetics (speech sounds); phonology (phonemes); morphology (words); syntax (phrases and sentences & structure); semantics (literal meaning and sentences); pragmatics language along with its features in specific social context. The simultaneous approach is socio-political approach catering the aspect of influence that language has in social and political context. The core secretion of that socio-political approach is Critical Discourse Analysis exhibiting how power dominance between two parties are practiced one suppressing and other being oppressed which is influenced by society and culture. (Crosley, 2021 june).

Description of CDA Model

Critical Discourse Analysis has been built upon consolidated foundation of 3D model.

1. Analyzing the text in language either written or spoken.
2. Practical Discourse in the form of text production distribution and its interpretation.
3. Sociocultural, situational, societal, and institutional discursive practices in certain environment.

Critical Discourse Analysis has opened new windows for researchers in Linguistics to explore and establish the meaningful Discourse in real, social and ambiguous world to dissect the words in context and social settings. Renowned Critical Linguistics' and researchers Fairclough, Wodak, Lemke, and Graham have contributed and comprehensively made discoveries in CDA for the world to understand and make a meaningful usage of it. CDA posses' characteristics to encounter and avoid ambiguity in it, according to Norman Fairclough it is not restricted to concrete, raw text but encompasses systematic, organized, and multidimensional analysis of communication in social world. The methodology of CDA can be categorized into four stages initiating from highlighting the social wrongness in the society interpreting the semiotic clues; secondly to identification of obstacles to encounter the

socially wrong aspects; thirdly to evaluate the discrepancies between the socially wrong order with requirement of social wrong need; fourthly to find the solutions and remedies to overcome the obstacles. (N. Fairclough, 2013).

Political Discourse Analysis

Political Discourse Analysis is drawn from argumentation theory encompassing contradictions, uncertainty, risk taking, hardship bearing, deliberation, decision making and disagreements are the foundation of political discourse analysis. Politics on the national level and international level has diverse and varied opinions, views, beliefs and ideologies that are constantly under surveillance of the masses. The novel idea either could become popular or rejected depending on the circumstances and situation. It is systematic analysis with an agenda on the mind to accomplish the goal. Van Dijk associates' political power is obtained through accurate political analysis that has features of critical thinking. He stresses on the fact that there is perlocutionary effect incorporated with speech act of argumentation.

“The structure of argumentation in a political speech is relevant precisely to deliver the speech designed to convince the audience that certain course of action is appropriate or a particular point of view is true as the perlocutionary effect to derive the response”. (VanDijk1997b: 38)

This research is basically about the notorious speeches of MLK that is directly concerned with politics, political sciences, politicians, and political actors, so it is vital to understand about Political Discourse Analysis. It involves observing the general wrong phenomena persisting in the society, evaluating the prevailing condition and consequences led into, comparing against normative with current situation, highlighting the discrepancies, concepts of deliberation, risk taking to vocalize the concepts underlying issues, decision making in circumstances of uncertainty and persistent & strong disagreement are central in PDA. According to Aristotle man is a political animal that has the ability to deliver speech for various purposes and is contrary to voice which every animal has the ability to express pain, need or pleasure depending on their animal instinct. On the other hand, speech can be useful as well as harmful; can be just or unjust; can be good or evil; depending on how and what purpose, it is used for to bring a change in mind set of masses and spread conventional view. There is concrete relationship between power of language and politics that human uses his political nature

to achieve the desired purpose. It relates to public affair either to defend or offend others actions. Deliberation is an integral part of political discourse that gives logical reasoning for certain action or argumentation.

RESEARCH METHODOLOGY

Critical Discourse Analysis and Framework Portraying Analysis of Argumentation

In order to execute the political discourse analysis, one must present an argument reconstruction to analyze the discourse. It is means-goals premise that states “action will deliver goal” but at the same time action is compulsorily required to achieve targeted goal.

Framework

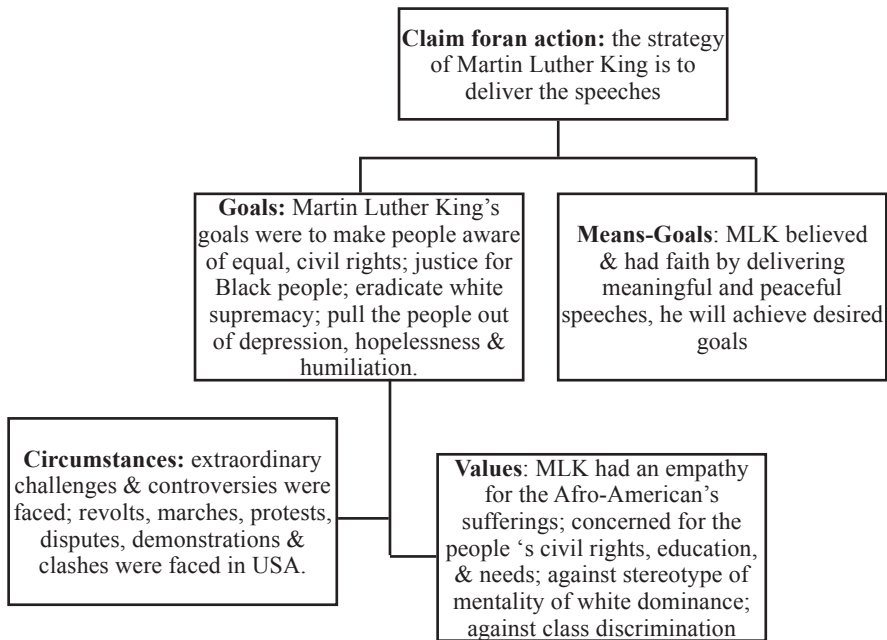


Figure 1 Framework of argumentative strategies for actions (I. Fairclough & Fairclough, 2013)

DISCUSSION OF THE TABLE

Claims in five speeches

In speech 1 (IHAD) “I have a dream,” on Aug 28, 1963 the claims are made by stating “will go down in History as the greatest demonstration for freedom in the History of our nation”; “a great American, in whose symbolic shadow we stand Today, signed the Emancipation Proclamation”; “This momentous decree came as a great beacon light of hope.” (M. L. King Jr, 1963)

In speech 2 (OGIMO) “Our God is marching on,” March 25, 1965 the claims made were “our bodies are tired and our feet somewhat sore”; “the battle is in our hands,”; “we are moving to the land of freedom”; “President Johnson rightly praised the courage of the Negro for awakening the conscience of the nation.”

In speech 3 (BV) “Beyond Vietnam,” on April 4, 1967 the claims made were “a time comes when silence is betrayal,”; “I have moved to break the betrayal of my silences,”; “I have tried in these last few minutes to give voice to the voiceless Vietnam.” (M. L. King Jr, 1967)

In speech 4 (TOA) “The other America” on March 14, 1968 the claims were “there are literally two Americas,”; “riot is the language of unheard.” (King, 1967).

In speech 5 (IHBOTM) “I have been to the mountaintop,” “on April 3, 1968 the claims made were, “the cry is always the same, we want to be free,”; “Over my head I see freedom in the air.” (L. King Jr, 1968)

In all the claims of Martin Luther King’s speeches there is strong declaration about his achievements and advancement towards his future objective oriented course of actions. His surety and confidence about his proclamation led him to be successful orator as well as action oriented public persona who not only advocated the civil rights movement of Black people but made sure to accomplish them even after his death.

Circumstances analysis in five speeches

In speech 1 (IHAD) “I have a dream,” on Aug 28, 1963 the circumstances reflected were “but one hundred years later, the Negro still is not free,”; “It is obvious today that America has defaulted on this promissory note”; “we face the difficulties of Today and Tomorrow.” (M. L. King Jr, 1963). King had narrated the current situation of that era entailing the century record of slavery of Black men under White men. He drew a vivid picture that it was promised that every citizen regardless of their color would be given promissory note according to the constitution that had failed to accomplish the target and filed bankruptcy.

In speech 2 (OGIMO) “Our God is marching on,” March 25, 1965 the circumstances were “Last Sunday more than eight thousands of us started on mighty walk from Selma, Alabama.”; “The Civil Rights Act 1964 gave legislation gave Negroes some part of their rightful dignity but without vote it was dignity without strength,”; “we are on the move now”; “let us march

on segregated housing until every ghetto or social, or economic depression dissolves.” King delivered this speech to instill spirit of prosperity and progress in their fight for freedom to encourage and boost the confidence of the masses simultaneously making them aware of the scenario of the country. He established the notion that he was not in minority but had supporters in large numbers believing in his honest and rightful ideologies.

In speech 3 (BV) “Beyond Vietnam,” on April 4, 1967 the circumstances were “ the people who have been living under the curse of war for almost three continuous decades now,”; “for the nine years following 1945 we denied the people of Vietnam the right of independence,”; “we have been detrimental to the life of the Vietnamese people,”;” in order to atone for our sins and errors in Vietnam, we should take initiative in bringing a halt to this tragic war.” (M. L. King Jr, 1967). King was very concerned about the war situation in Vietnam and its collateral damage including massacre of innocent lives; burning of their crop n harvest; destroying their plantation and trees; poisoning of their water; bombing and shelling leading the commoners to run on streets like wild animals for shelter and protection.

In speech 4 (TOA) “The other America” on March 14, 1968 the circumstances’ “one America is beautiful for situation,”; “the other America has the daily ugliness about it that transforms the buoyancy of hope into the fatigue of despair,”; “probably the most critical problem in the other America is the economic problem.”; “in this other America unemployment is the reality,”; “to engage in violent rebellions to get attention” (King, 1967). King states that in one side of America there was cream of prosperity, atmosphere of freedom, and human dignity for their heart and soul. The other America had fatigue of hopelessness, struggle for to search of the jobs that do not have any identity or existence, poor and low-level housing condition to create misery and pessimism.

In speech 5 (IHBOTM) “I have been to the mountaintop, “on April 3, 1968 the circumstances were ‘something is happening to Memphis; something is happening in our world,’; “The masses of people are rising up,”; “we have an injunction and we are going into court tomorrow morning to fight this illegal, unconstitutional injunction,” (L. King Jr, 1968). King had this as the final speech in which he stated that the new era is about to emerge in which the world would witness that USA would become pioneer in giving equal right to its citizen. The light would radiate around the whole world.

In the above circumstances of these five speeches, the commonality is observed that MLK made people aware that at that time the conditions and prevailing situation were very dark and hopeless for the Negro people as they were facing color and race discrimination in their own country. The economic conditions for them were poor and they were under extreme dominance of white people. There was unfair segregation between white and black. The last speech left the everlasting impression of hope, prosperity, and happiness for the whole citizen.

Goals

In speech 1 (IHAD) "I have a dream," on Aug 28, 1963 the goals were "; "I have a dream that my four little children will live in a nation where they will not be judged by the color of their skin but by the content of their character,"; "And there will be neither rest nor tranquility in America until the Negro is granted his citizenship rights," (M. L. King Jr, 1963).

When King started his civil rights movement, his aims and mission was to get identity, respect, dignity, honor, recognition, and equal rights for the Black people. The judgement would be passed based on their character and not by the variations in the skin color of the nation. It was clear in the speech that in order to achieve stability, peace, prosperity and progress in country, time had come to grant Black people their meaningful and transparent citizenship.

In speech 2 (OGIMO) "Our God is marching on," March 25, 1965 the goal is "we aren't going, to let anybody turn us around,"; "Our whole campaign in Alabama has been centered around the right to vote,"; "we are on the move and no wave of racism can stop us."; "truth crushed to earth will rise again."

The lines above had filtered the core goal of the speech that nothing and nobody could stop his mission to get accomplished which was the right to vote and destroy the germs of prejudice from the roots of the society. Any obstacle stopping them from their accomplishments and target would be removed on the way by the people seeking justice.

In speech 3 (BV) "Beyond Vietnam," on April 4, 1967 the goals established were "the need for a collective solution to the tragedy of Vietnam,"; "we chose as our motto: To save the soul of America. We were convinced that we could not limit our vision to certain rights for black people," (M. L. King Jr, 1967)

It was King's rightful and concrete beliefs that shaped his goals and in this particular speech, the novel notion was established that he had the strength to vocalize the international agenda of Vietnam war and stand against the

government as the war was propagated by USA. He had the opinion that innocent and poor people were losing lives; destructions around the land had crippled the lives of Vietnamese and had become the cause of economic depression. The motive of this speech was to highlight the cruelty and inhuman treatment done in warzone areas and according to him it was just the greed for power and control.

In speech 4 (TOA) “The other America” on March 14, 1968 the goals examined were “the first thing that must be on the agenda of our nation is to get rid of racism.” (King, 1967)

The goal of MLK was very straightforward and bold that was to eradicate from the country the concept of biased attitude, prejudice and racism. It was his utmost goal to instigate the campaign to fight for the rights of Black people and establish prestigious position in front of the world, at the same time propagate his ideologies in front of the masses.

In speech 5 (IHBOTM) “I have been to the mountaintop, “on April 3, 1968 the goals studied were, “In speech “I have been to the mountaintop, “on April 3, 1968 the made were “I may not get there with you. But I want you to know tonight, that we, as a people, will get to the promised land.” (L. King Jr, 1968)

MLK had an idea that there was a strong possibility that he would not be able to witness with them the land of equality, justice, fraternity, impartiality, peace, progress, and harmony but MLK had promised his nation that the land with all its optimism would come into existence in future with or without him, as he already had doubt that his enemies would eradicate his existence. Later after this speech he was assassinated brutally but managed to sow the seeds of his ideologies of justice, equality and freedom for the whole nation regardless of their race or color.

In all the five speeches the goals had the similar aroma or essence of building up the strong, powerful and unbiased nation to finish the discrimination and other social evils persisting in the society.

Values

In speech 1 (IHAD) “I have a dream,” on Aug 28, 1963 the values were “we hold this truth to be self-evident that all men are created equal,”; “we must forever conduct our struggle on the high plane of dignity and discipline,”; “to lift our nation from the quicksand of racial injustice to the solid rocks of brotherhood,”; “now is the time to make justice reality for all God’s children,”; “we must not allow our creative protest to degenerate into

physical violence.” (M. L. King Jr, 1963)

MLK’s values were very pure, crystal clear, rightful and strong reflected in his speech stating that in order to achieve the target one should be truthful, honest, just, kind, empathetic, and unbiased to change the face of USA eradicating the social evils in the form of miseries, anxieties, economic depressions, inferiority and superiority complexes entailing vandalism, robberies, violence and crimes.

In speech 2 (OGIMO) “Our God is marching on,” March 25, 1965 the values were “a society of justice where none would pray upon the weakness of others; a society of plenty where greed and poverty would be done away; a society of brotherhood where every man would respect the dignity and worth of human personality.”

The lines extracted from the speech reflects the values of MLK that he wanted to build the nation with brotherhood, prestige, mutual respect, equality, justice and harmony to get rid of greed and hoarding of wealth in one class of people and depriving the rest to create restlessness and turbulence in the country.

In speech 3 (BV) “Beyond Vietnam,” on April 4, 1967 the values observed in the study were “The image of America will never again be the image of revolution, freedom, and democracy, but the image of violence and militarism,”; “our nation was on the wrong side of a world revolution,”; “true revolution of values will soon look uneasily on the glaring contrast of poverty and wealth,”; “we have fashioned it into a brotherhood. This kind of positive revolution of values is our best defense against communism,”; “America, the richest and most powerful nation in the world, can well lead the way in this revolution of values.” (M. L. King Jr, 1967)

MLK contradicted and challenged USA and the government for making wrong allies and crushing the needy, poor and deprived under their power. He further added that USA had become the tyrant and capitalists of the West investing humungous amount of money in Africa, Asia, and South America, so that it could in return take away their resources and wealth without considering the social betterment of the poor countries. The values needed to be modified by converting the hatred and bitterness into brotherhood and harmony to turn battleground into prosperous lands.

In speech 4 (TOA) “The other America” on March 14, 1968 the values observed were “Racism is based on an ontological affirmation. It is the notion that the very being of people is inferior.” (King, 1967)

MLK made it clear that his firm beliefs were based on strong values of treating humanity with respect and integrity without creating discrimination on the bases of race and color. It was very unfortunate that in the country, there is white supremacy prevailing that was suppressing Black and considering them as inferior or substandard. It was inhuman and unethical treatment that would not be accepted by them and they had demanded equality and dignity to be practiced for peace to prevail.

In speech 5 (IHBOTM) “I have been to the mountaintop, “on April 3, 1968 the values indicated were “I may not get there with you. But I want you to know tonight, that we, as a people, will get to the promised land.” (L. King Jr, 1968)

MLK had an idea that there was a strong possibility that he would not be able to witness with them the land of equality, justice, fraternity, impartiality, peace, progress, and harmony but MLK had promised his nation that the land with all its optimism would come into existence in future with or without him, as he already had doubt that his enemies would eradicate his existence. Later after this speech he was assassinated brutally but managed to sow the seeds of his ideologies of justice, equality and freedom for the whole nation regardless of their race or color.

The values of MLK had the foundation on the pillars of unity, faith, just and equality for each and every citizen of USA to end the era of silent slavery of Black people and remove the dominance of white people.

Means-Goals

In speech 1 (IHAD) “I have a dream,” on Aug 28, 1963 the means-goal were “ I have dream that one day even the state of Mississippi, a state sweltering with the heat of injustice, sweltering with the heat of oppression, will be transformed into an oasis of freedom and justice,”; “ when we allow freedom ring, when we let it ring from every village and every hamlet, from every state and every city, we will be able to speed up that day when all God’s children, black men and white men, Jews and Gentiles, Protestants, and Catholics, will be able to join hands and sing in the spiritual: Free at last! Free at last! God Almighty, we are free at last!” (M. L. King Jr, 1963)

From above lines it is evident that King and his strategies were not restricted to his dreams only but he was sure, confident and envisaged that if every individual purified their thinking and condemn medieval and conventional beliefs of drawing a boundary between white and black people, the nation will be able to practice freedom in true sense rather than a notion

existing in ideologies. The freedom of speech and freedom of expressions is the appropriate strategy that could accomplish the goal through rightful means that were nonviolent actions and peaceful communication. The freedom to practice the religion without any obstacles and giving equal rights to all is the essence to freedom spirit that should penetrate through every city; every state; every corner of the country.

In speech 2 (OGIMO) “Our God is marching on,” March 25, 1965 the means-goals were “but if we will go on with the faith that nonviolence and its power can transform dark Yesterdays into bright tomorrows, we will be able to change all these conditions,”; “our aim must never be to defeat or humiliate the white man, but to win his friendship and understanding. We must come to see that the end we seek is a society at peace with itself, a society that can live with its conscience.”

The speech has very consolidated position in the history, as it has validated the fact their motive was not to degrade, fight or ridicule the white man but it was just to carry out their protest and demonstration in a very peaceful and nonviolent manner. It could only be done by mutual understanding and friendship, so that they could value their existence and learn to live together in harmony on their land.

In speech 3 (BV) “Beyond Vietnam,” on April 4, 1967 the means-goals oriented strategies were “A nation that continues year after year to spend more money on military defense than on programs of social uplift is approaching spiritual death.” (M. L. King Jr, 1967)

The above lines delivered in the speech were indicating that King had found the solution to give guidance through his strategies that in order to go for progress, advancement, and strengthen the economy the budget of the country should be spend more on social and welfare of the people rather than waste it on self-defense that would be wasted and go down the drain.

In speech 4 (TOA) “The other America” on March 14, 1968, the means-goals were, “if we will stand and work together, we will bring into being that day when justice will roll down like waters and righteousness like a mighty stream. We will bring into being that day when America will no longer be two nations, but when it will be one nation, indivisible, with liberty and justice for all,”; “The fact is that freedom is never voluntarily given by the oppressor. It must be demanded by the oppressed.” (M. L. King Jr, 1967)

In the above lines of the speech, King had spoken about his strategy that

all the people of the country should unite as one and become one to work in progress and advance towards future with fresh, novel and innovative thinking to achieve liberty and justice for the whole nation. In order to reach his goal and his people's goal, the freedom needed to be extracted or demanded by the ones being oppressed and dominated from the ones who were dominating and suppressing. The voice needed to be raised and brought in limelight to fight for their rights and dignity.

In speech 5 (IHBOTM) "I have been to the mountaintop, "on April 3, 1968 the means-goals were "Survival demands that we grapple with them. Men, for years now, have been talking about war and peace. But now, no longer can they just talk about it. It is no longer a choice between violence and nonviolence in this world; it's nonviolence or nonexistence. That is where we are today,"; "When the slaves get together, that's the beginning of getting out of slavery. Now let us maintain unity." (L. King Jr, 1968)

MLK was aware of the fact that it had become the survival issue of the Black people and matter of their existence to fight for their freedom in the most nonviolence fashion and carry-on peaceful demonstrations to get their citizenship in true sense and not in superficial manner on paper. It was his visionary capabilities that he managed to unite all the oppressed people and spread awareness for their well beings for which he sacrificed his life to give better lives to millions.

After critically analyzing the five speeches it can be concluded that MLK was the man of word and had the persona of larger than life who fulfilled his wishes and made his dreams come true after his death as he left the legacy behind to the Black people who studied, examined, and followed his ideologies till now.

Data Collection

Type of the Research

This research is based on qualitative method with data collection, data set, abstracts, and theories from the research papers, articles, books, unstructured audios, Microsoft excel and videos, open questions. It capsulate the issues of social sciences exploring the areas of communication, social interactions and management in their daily lives.

Sampling Technique and Sample Size:

The samples are the five, notorious and influential speeches of Martin

Luther King that changed the face of the United States of America and radiated its ideology to the rest of the earth. These were examined and studied in depth to critically analyze through CDA model of Norman Fairclough, are as follows “I have a dream,” (IHAD) on Aug 28, 1963, “Our God is marching on,” (OGIMO) on March 25, 1965, “Beyond Vietnam,” (BV) on April 4, 1967, “The other America” (TOA) on March 14, 1968, and “I have been to the mountaintop” (IHBOTM) on April 3, 1968.

Research Design

This research has foundation of theoretical framework with independent variables are social evils such as discrimination in race, bias attitude towards color, white supremacy, social dominance, inequality, unjust, and segregation. Dependent variables are economic gap, hatred, depression, hopelessness, poverty gap, protests, demonstration, inferiority complexes, superiority complexes, anti-government marches, rallies, vandalism, hatred between white & black, controversies, unemployment, and social discomfort.

Research Instrument:

Norman Fair Clough was the founder of CDA who laid the foundation of how to analyze the communication either written or spoken that ‘concerns how power is exerted through language that provokes social operations and application in daily life. Fairclough CDA model is three-dimensional framework that starts with first dimension as text used in reading, writing and anticipation in the form of drawings, images, textual evidence, graphs, symbols, speech that assist in development of text on the word or sentence level laying the foundation of meaningful discourse. The second dimension is text production to initiate face to face communication that can be integrated to label as discursive practices and analysis is done on text level with action-oriented discourse (Hidayah, 2018). The finale dimension is social practice that consumes the word and text production to materialize the discourse through this channel in accordance with ethics and code of society (Fairclough Critical Discourse Analysis; You tube, flixabout.com).

Data Analysis and Results

According to (Table 1) retrieved from Microsoft Excel data analysis and search analysis, I have examined that in all the five speeches delivered by Martin Luther King, he had the tendency of using the positive, productive and pragmatic words to shine like a star in the sky of darkness, hopelessness

and frustration. He used 502 positive words, according to my analysis and the words were plucked out of speech randomly to closely study their implication and impact to change the mindset of masses. The word “nation” had been used 132 times in the speeches to endorse that all in color, class, cast, ethnicity, origin, status, religion, culture, and states has no significance when it comes to have the same citizenship. Americans are one nation and variation in color, class, cast, ethnicity, origin, status, religion, culture, and states has no significance when it comes to have the same citizenship. Freedom 58, great 70; together 37; march 41; hope 20; walk & faith; stand 18; 13 times each; liberty 12; right 35; dignity 11; opportunity 7; join & independence 9 each; rise 6; prosper 5; magnificent & discipline 4 times each.

Table 1 CDA of total positive words used in the 5 speeches

CDA OF Total positive words used in 5 speeches to re-establish, recover, reconstruct the stereotype of beliefs and start change movement							
Table 1	CDA of MLK usage of positive words	IHAD	OGIMO	BV	TOA	IHBOTM	TOTAL
		frequency in speech 1	frequency in speech 2	frequency in speech 3	frequency in speech 4	frequency in speech 5	
1	freedom	42	4	2	5	5	58
2	great	37	5	15	1	12	70
3	nation	89	10	19	12	2	132
4	independence	1	0	6	1	1	9
5	liberty	3	0	9	0	0	12
6	magnificent	1	0	1	0	2	4
7	prosper	1	1	1	2	0	5
8	stand	3	5	3	4	3	18
9	walk	2	9	1	1	0	13
10	satisfied	8	0	0	0	0	8
11	join	4	1	3	1	0	9
12	faith	5	2	3	3	0	13
13	together	17	2	3	7	8	37
14	march	3	34	1	0	3	41
15	hope	4	3	11	2	0	20
16	rise	3	1	0	1	1	6
17	dignity	2	4	0	4	0	10
18	opportunity	3	0	1	2	1	7
19	discipline	4	0	0	0	0	4
20	right	4	6	6	12	7	35
Total		237	83	82	58	42	502

In Table 2, I have observed that MLK had used 123 negative words to raise the voice against atrocities, favoritism and hostility on Black people by White people to suppress their inner voice and rights. The data in the table is portraying that MLK used “violence and dark” 18 times each; “brutal and suffer” 8 times; “wars” 29 times; “poverty” 11 times; “ghettos” and “sad” 6 times. The words were used in non-hostile manner and were harmless indicating social evils persisting in the society that needed to be treated for a better world for everyone and not limiting to only certain class of people. The other words bitter and victim 3 times; bankrupt. alone, slums 2 times each; exile, fall, fatal, discontent, rude, horrors & boycott only 1 time each. The usage of negative words is avoided to shape the minds towards positivity and productivity.

Table 2 total negative words used in 5 speeches

CDA OF Total Negative words used in 5 speeches to raise the agenda of discrimination by spreading awareness through usage of pessimist words							
Table 2	CDA of MLK usage of negative words	IHAD	OGIMO	BV	TOA	IHBOTM	TOTAL
		frequency in speech 1	frequency in speech 2	frequency in speech 3	frequency in speech 4	frequency in speech 5	
1	sad, sadly, saddened	2	0	3	1	0	6
2	poverty	1	5	4	0	1	11
3	Exile	1	0	0	0	0	1
4	Fall	1	0	0	0	0	1
5	bankrupt	1	0	0	0	1	2
6	Dark	3	6	5	0	4	18
7	Fatal	1	0	0	0	0	1
8	discontent	1	0	0	0	0	1
9	Rude	1	0	0	0	0	1
10	Bitter	1	0	2	0	0	3
11	Victim	1	0	2	0	0	3
12	ghettos	2	2	2	0	0	6
13	brutal	2	4	2	0	0	8
14	violence	1	4	11	0	2	18
15	Alone	1	0	1	0	0	2
16	horrors	1	0	0	0	0	1
17	Suffer	2	1	2	0	3	8
18	Slums	1	0	0	0	1	2
19	Wars	0	2	15	11	1	29
20	boycott	0	1	0	0	0	1
Total		24	25	49	12	13	123

The Table 3 is the representation of core issues of the research that MLK had addressed in his five speeches by usage of discriminatory words 128 times. The use of biased words such as “segregation and black” are used 24 times each; “white” 49 times; “slave” 15 times; “racism” and “wrong” 10 times each word to make the masses aware of the complexities and hurdles, the Afro-American goes through in leading their normal lives, due to white supremacy prevailing in the American culture. The cruelty of going through “injustice” 9 times is derived from the table and analysis; The word “death” has frequency of 11 times in the table 2. Oppressive and oppression 4; discrimination only 1-time in spite of the fact that it was the foundation of the whole agenda that MLK was trying bring in the limelight in front of the masses.

Table 3 CDA of discriminatory words used in the speeches

CDA of discriminatory words used in speeches to highlight social evils persisting in society							
Table 3	CDA in the usage of discriminatory words in MLK speeches	IHAD	OGIMO	BV	TOA	IHBTTM	TOTAL
		frequency in speech 1	frequency in speech 2	frequency in speech 3	frequency in speech 4	frequency in speech 5	
1	discrimination	1	0	0	0	0	1
2	segregation, segregate	2	18	0	3	1	24
3	slaves, slavery,	3	3	1	1	7	15
4	racism, race	3	2	2	2	1	10
5	Black	4	4	5	7	4	24
6	white	7	22	3	11	6	49
7	wrong	1	2	3	3	1	10
8	injustice	3	0	2	2	2	9
9	Death	0	3	7	1	0	11
10	oppression, oppressive	1	1	1	1	0	4
Total		21	51	12	25	19	157

DISCUSSION

MLK was a beacon of hope and light for Afro-American and he believed in peaceful protest and non-violent demonstration that can be categorized in words consumption in 5 speeches I have selected to study under microscopic lens incorporating Norman Fairclough 3D model reflecting in table 1A collection of positive words; 1B saturation of negative words; Table 2 discriminatory words; Table stock of referential words hinting national ,states, cities 3, Table 4 compilation of words reflecting peace, progress and prosperity, Table 5 containing symbolic words of religious connotation, Table 6 addressee words with friendly connotations, Table 7 words referring to 3

time zones past, present and future.

The Table 1 has 502 constructive and productive words; nation being used 132 times in 5 speeches, “I have a dream that my four little children will one day live in a “nation” where they will not be judged by the color of their skin but by the content of their character.” (King Jr, 1963). The hope to have a future when the posterity of the nation will not be judged by their skin color but they will be weighed on the scale of their character and its volume.

“Today I want to say to the people of America and the “nations” of the world, that we are not about to turn around.” The indication of warning for sparkling future by standing on consolidated position to march ahead and never give up are reflecting in these lines of the speech “Our God is marching on.”

“The most powerful “nation” of the world speaking of aggression as it drops thousands of bombs on a poor, weak nation more than eight hundred, or rather, eight thousand miles away from its shores.” (King Jr, 1967) Martin Luther King confronted and faced controversies for voicing the international agenda that USA along with its allies who were bombing the weak and needy countries is a matter of concern for the entire world.

“We will be able to transform the jangling discourse of our “nation” into a beautiful symphony of brotherhood. With this faith we will be able to speed up the day when all of God’s children all over this nation black men and white men, Jews and Gentiles, Protestants and Catholics, will be able to join hands and sing in the words of the old Negro spiritual ‘Free at last, free at last, thank God almighty, we are free at last’.” (King, 1967).

The optimistic, progressive, and foresighted view of the king that in future time period all the people will be treated in equality and they will lead pleasant and happy life on the soil of USA by practicing freedom in real sense. The words like ‘freedom’ had been repeatedly used to spread awareness and plant the seeds of freedom movement for the Afro-American to breath in the air liberation and eradicate the practice of mind’s slavery. “Over my head I see “freedom” in the air.” (King Jr, 1968) It was king’s last speech before he was assassinated in which he was very confident that the face of USA will change soon the fragrance of freedom was felt by him that he sprayed for others to smell as well. In table 1 findings we have come across the word “march” 39 times and 34 times in the speech 2 “OGIMO” that has established the

notion that MLK was very firm in his goals to move forward and remove any obstacle that could come on the way. He used the word in context to condemn all the obsolete practices that were hindering their progressive steps to reach the peak and the energy was well taken from the belief that God was with them in their struggle to fight for their rights. “Let us march on ballot boxes (Yes) until all over Alabama God’s children will be able to walk the earth in decency and honor.”

The table 2 findings are the depiction of ugly side of America but MLK was a peace maker with ideologies to spread happiness, prosperity and development but in order to adopt that approach it was vital to identify the persisting complexities and social evils to eradicate them from the country. The usage of words like “wars” 29 times; “dark” 18 times; “violence” 18 times; “poverty” 11 times to let the mob get aware of the international and national dirty politics taking place at that time period. “The image of America will never again be the image of revolution, freedom, and democracy, but the image of violence and militarism” (King Jr, 1967).

King had used the word “war” very frequently around 29 times mostly, to confront and oppose the action taken by government to fight against poor Vietnamese. He felt sympathetic towards them and mentioned it clearly in his speeches to condemn such brutal, inhuman and barbaric actions. “Let us not join those who shout war and, through their misguided passions, urge the United States to relinquish its participation in the United Nations.” And at another place quoted “In order to atone for our sins and errors in Vietnam, we should take the initiative in bringing a halt to this tragic war” (King Jr, 1967). He longed to stop the war and spread peace in the world to make a world a better place to live in for all the residents rather than certain category of people.

In Table 3 we have deduced that the word “white” has been consumed 49 times to warn and make them realize that white supremacy was having devastating impact on the Black people who were continuously descending in the lowest level of misery and slums, leading to rise in criminal activities, vandalism and outburst. The gap in social status and class discrepancies were increasing between Black and White. He tried to establish the idea that in order to flourish as nation white and black should forget their differences and work as one nation and team. our language, our music, our material prosperity and even our food are an amalgam of black and white. “And so there can be no separate black path for power and fulfillment that does not intersect white

roots” (King, 1967). It was his strong desire to end the segregation between white and black in schools, hospitals, banks, buses, public places etc. He used the word 24 times in 5 speeches. “I wouldn’t have been around here in 1961, when we decided to take a ride for freedom and ended segregation in inter-state travel” (King Jr, 1968). According to MLK the discrimination was like a cancer eating up the body gradually and might end up in wiping out the existence of the nation of USA, if timely no operated and removed.

CONCLUSION

The research done with microscopic lens narrating the prime area of focus was “humanities” with different methodologies, theoretical framework, social sciences, strategies to conduct and analyze the discourse. The notion was established to analyze Norman Clough 3D model of CDA through multiple approaches to connect and develop link between discursive events as micro; meso text analysis; macro scale social phenomena the following conclusions.

1. MLK had stylish, impressive, convincing and compelling style to change the mindset of audience with meaningful and powerful lexical choices in his selected five speeches to make his doctrines touch the hearts and mind of people.
2. By Comparing in the scale of positive and negative terms used in speeches according to the frequency occurring in them to determine MLK tendency of spreading positivity by getting high frequency positive result.
3. It was observed that MLK had used discriminatory words in order to wake the dead souls of Afro- American to fight for their civil-rights, to speak up for their basic needs, to guard their self-respect and esteem, to self-defend their morals, beliefs and values, and to remove the social evil of color biased attitude by white people.

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