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Exploring the Construction of Angela Merkel's Identity by Global Print Media across International Platforms

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Abstract

This study is an attempt to observe and analyze the intricate operations of media discourses in the identity construction of "world leader" i.e. Angela Merkel. It highlights that how through the explicit and implicit discourse layers' construction, the macro and micro semantic structures are created in a newspaper, for portraying the desired positive or negative image of a world leader. The theoretical framework has been structured over the basics of the Van Dijk's (1980) The Theory of Semantic Macrostructures. The macro- level analysis focuses the core themes and main propositions publicized in the selected data. The micro-level analysis concentrates on the lexicalization and syntactic patterns employed by media experts in creating the larger positive image as world leader through smaller level discourse language constructions, focusing her social and political posterities. Furthermore, the study highlights the gradually constructed personal, social and political identities' portrayal of Angela Merkel as a powerful world leader, through the world newspaper articles discourse and discursive practices.

Keywords: Identity construction, media discourse, propositions, micro-structure, Angela Merkel, Print media.

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INTRODUCTION

This research is an attempt to investigate and analyze the identity constructions of Angela Merkel in the selected three articles' media discourses by applying Van Dijk's (1980) Semantic Macrostructures Theory. It is the extended domain of CDA which deals with the discourse study in relation to social structures and context. CDA basically discusses the discursal and social practices along linguistic structures, which although appear to be natural to the reader, yet they are linked in a systemic complex manner which cannot be studied undependably rather they can only be studied in relation to each other (Van Dijk, 2006). CDA holds diverse methodologies, however, for this study we have applied the Van Dijk Semantic Analysis Theory (1980) over the three selected articles from the world- newspapers. According to this theory, discourses have been recognized as the socio-cultural, cognitive communicative processes having semantic and linguistic implications (Van Dijk, 1980). This theory helps and guides in comprehending the media discourse as it deals with highlighting the deep-seated cognition which is an essence of newspaper text. It also offers the wider knowledge of comprehending and analyzing the media discourse at deeper textual and contextual levels (Van Dijk, 1988). Furthermore, it enables us to explore the global interpretation of media discourse during the production and comprehension of a newspaper article writing as it involved the macro and micro level discourse semantic construction. Hence, through this study the researcher has tried to highlight that how the media has constructed the positive and 'great world leader'

identity of German Chancellor Angela Merkel through complex interwoven macro and micro level structure formations.

- To analyze the semantic macrostructures in context of identity construction of Angela Merkel
- To trace and interpret the lexical structures highlighting the identity construction within selected data.

LITERATURE REVIEW

In the field of applied linguistics due to various reasons the concept of 'identity' has significant placement. This concept helps in understanding the connection of an individual with society, as well as the processes which make the individuals either get affiliated or distant from specific societies. Also, the concept of identity describes the kind of information an individual wants to convey about him/herself and consequently how the conveyed information resounds the perceptions of people from strata of society about him/her. Thus, identity is about declaring to other people of society what kind of human we are? To which type of social, ethical, and geographical communities do we belong? What are our moral and ethical values and norms and with whom our political affiliations are bonded? Anna de Fina (2007) (2011).

Furthermore, in Applied Linguistics, the point of concern is that the concept of identity is tied to the notion that use of language is not limited to cognitive practice, but inherently social practice is also involved. Block, D. (2006) asserted that the concept of identity explains the reasons and conditions which compelled people to use language in a particular way for developing the desired perception of society about them or according to the specific meanings they want to convey in specific conditions and scenarios by utilizing the available resources.

Language and various associated semiotic sources are significantly involved in the process of constructing and co-constructing the representations of 'self', which resulted in categorizing the 'identity' as a discursive phenomenon. Also, as it is enacted in temporal and special real settings, so this makes it a material phenomenon too which occurs because of various actual happenings and events: proves that it is not possible for individual to take up identities without context and reference. As the individuals perform and exhibit their identities through actions, speech, behaviour, non-verbal gestures, and ultimately whole persona so it also involves the act of embodiment and personification according to specific situations. These subjectivities are never performed on equal terms as they fluctuate according to the social position, linguistic and cultural variations, and economic differences, depending on the social and material disparities, which tag them with diverse recognition degrees.

Notably, the influence of social groups' discourses creates the 'self and other' classification as they are performed and re-produced at different social strata existing in varied social fields like education, media, and politics etc. Such discourses not only influence and have impact on social structuring and stratification rather they also influence the individual's identity construction within society and community. Media exercises great power in shaping public perception, Richardson (2007) claims the presence of dialectical relation between the media discourses discursive productions and the social practices which are sources of generating these discourses. Bell (1998)

also confirms that such discourses not only depict and represent the society rather they also become an imperative social component and hence subsidize society's character. Qazi, H., & Shah, S. (2018) examined the ways through which the discourses of the Pakistani print media constructed the identity of Malala Yousafzai and effected the ways in which the readers' responses were developed, hence reflected the media power, and involved interrelation which influence the socio- cultural and political perceptions of Pakistani society. As suggested by Johnson, Davis, and Huey (2003), the media representation of cultural and social models as well as groups and individual's portrayal make or breaks the personal and social identities in either positive or negative way. It involves the under or over representation or rudimentary stereotypical identity portrayal as it might be discursive.

Stoegner and Wodak (2016, 193) examined the phenomenon where the Daily Mail newspaper of the United Kingdom portrayed Ralph Miliband as a 'dangerous other' through discursive identity construction discourse technique. Benwell and Stoke (2006,93) stated that positive identity construction of a popular public personality in the public newspaper discourses can help them in gaining good image and community support and consequently the newspapers also acquire similar support in the context of their ideological stance policies. Winch (2005) conducted a study focusing the major worldwide published newspaper articles to examine the media news portrayal of Osama bin Laden between 1999 till 2002 and found that his identity was constructed to be an archetype malevolent genius having mythical capabilities.

Angela Merkel is the trained quantum chemistry scientist who was born, raised and worked in the State research- center in Soviet administered East Germany for 35 years. In 1989, after the fall of Berlin Wall Merkel left her scientific research work and pursued her lifelong passion in politics and gradually rose to the higher ranks of resuscitated Unified Germany. She is the first woman and East German who was elected as German Chancellor in 2005 and acquired charge of the highest elective office of her country. Angela is a trained Quantum Chemist, and she was born and raised in the East Germany which was under Soviet- control. She worked in a state administered research- center till 1989. The historic event of fall of Berlin wall in 1989 inspired Merkel to join politics by abandoning scientific work, which was also her life-long interest. She rose to the higher ranks of unified German politics and reached to the heist rank of chancellor of Germany Merkel, A. (2011).

Looking into the previous studies related to the identity construction of Angela Merkel, it has been observed that they focused on the analysis of political media discourse building the Chancellor's metaphoric professional image, leadership as a discursive performance and discourse analysis for investigating the social construction of foreign policy of Merkel. The proposed study is an attempt to explore the new dimension related to the positive identity construction of Angela, which bases itself on Van Dijk (2015, p. 147) focuses on the media discourse as a vehicle of representing the Angela Merkel's image as a part of a broader ideological structure of values that the positive image of greater leader is above all gender, social, cultural, ethnical and political biases and segregations.

The current study focuses on analyzing the identity construction of Angela Markel by the world print media discourse formations. Burbaker and Copper (2000), proposed that identities are not fixed rather fluid and multiple in nature within the social and political

constructions and further Castells (2004) confirmed that the identity is always constructed in social context attached to the power relations' conditions. Also, Castells, M. (2011) asserted that in the network of society the power struggles and social movements are essentially related to the collective identities' construction, which lead to the globalization and new communication technology's introduction influencing the politics and democracy transformation within any state or country. So, considering the stated propositions we will scrutinize the role and working of selected world media in constructing Angela Merkel identity.

Research Framework

This study analysis is based on Van Dijk's (1980) Semantic Macrostructures theory. The selected framework provides ample basics for detecting, interpreting, and explaining the complex macro-microstructure level media discourse constructions, which result in creating a positive identity of Angela Merkel to world citizens.

Van Dijk's (1980) Semantic Macrostructures Theory

Van Dijk's (1980) Theory of Semantic Macrostructures recognizes discourse as a communicative phenomenon, based on semantic and linguistics constructions, having socio-cultural significance. The theory investigates the deep-rooted cognition involved in a different kind of discourses like political and media discourses and it helps us in comprehending and analyzing the deeper level textual and structural aspects of media discourses (Van Dijk, 1988). Furthermore, we can observe the macro and micro level production and comprehension of media discourse by using the selected framework.

Macro- structures have been claimed to be the representation of 'global meaning' of discourse in Linguistics as they are an instinctive depiction of 'topic' or 'theme' of specific conversation or discourse. We cannot consider such representations in the context of isolated sentences' current rational, linguistic, and cognitive semantics. For specific categorization and rules Macro-structures, may establish the semantic foundation in disciplines like narrative theory and rhetoric. For example, individual sentences or their implicit proposition cannot demarcate the setting of a narrative rather it should be defined at macro-level of analysis. Likewise, the categories like 'premise' and 'conclusion' function as global structures of discourse in an argument (van Dijk, 1993). Macro-structures not only define the global coherence of discourse, but they also subsidized the 'local' coherence at the micro-level associations which exist between the complex and succeeding sentence structures.

Macro- level analysis also investigates the thematic examination of the selected discourse. It is considered as the theoretical conception of discursal themes and topics which skim the actual gist and crux of the discourse, reflecting the global meaning to the reader and audience. Thus, the macrostructures are semantic structures portraying the action and cognition as 'propositions' of discourse.

According to Van Dijk, T. A. (1995), 'Propositions' deal with the meaning of statement and discourse, summarized to extract the exact mental schemata. In context of different models, such propositional constructions can be ideologically controlled through certain exceptions like.

- dependence of 'probability' and 'necessity' modalities over a 'definition of the situation' given by a certain specific group
- selection of predicate, showing the meaning of a social actor of 'out group' who have ideologically loaded views e.g., the varied meaning of 'terrorist' and freedom fighter.'
- in a model the semantic construction of a proposition's argument might be assigned according to the ascribed ideological role within a model. Therefore, the different kinds and degree of responsibilities of various social groups in a social conflict are linked to their positive or negative actions. The ingroup actors are associated with positive actions and are not responsible for the negative actions of Others and the other way around in case of outgroup actors.
- These concepts of position, a point of view and perspectives can summarize the biased characteristics of propositions and label propositions as the mental modal constructions which functions as a contextualized placement of language user and a function of beliefs which are ideologically controlled.

Above stated perspectives control space and movement, prominence, directions, and foregrounding representation of propositions and well as the other related meaning dimensions. In media discourse analysis, the lexical structures also play a significant role in meaning making for the macrostructure level theme extraction. According to Sunderland, J. (2004) suitable and sensible word selection greatly enhances the style and coherence of the discourse, and we can appeal and influence the audience and readers effectively.

In a particular discourse, the discursive semantics mainly focuses on the control of ideological loaded meaning by selecting the word meanings through the process of **lexicalization**. The lexical item like 'dangerous' can be presumed to be controlled by an ecological ideology within a particular sentence example. 'Nuclear plants are known to produce dangerous waste material'. And the other sentence states, 'The nuclear plant of Harrisburg produces dangerous waste'. The first sentence can be constructed based on attitude towards nuclear energy and the second sentence may be structured from a model learnt from such attitude (van der Pligt, 1992). Here, the second sentence cannot be categorized as ideological as it is based on opinion, rather it is a description of an actual event, not related to generalized attitude towards nuclear plants. Hence, in the models, the representation of coding of lexical items for opinions but not in the social cognition cannot be considered ideological.

RESEARCH METHODOLOGY

Selected data of this study comprises of three articles of international newspapers and news sources focusing the portrayal of German Chancellor Angela Merkel during different years. The first article is from US based official news website of Harvard University, known as 'The Harvard Gazette', which mainly deals with distributing the news and stories related to campus life, issues, policies, and the broader national and international events to the university associates and public. It works under the Harvard communication and public affairs' division. The second article is from 'The Atlantic' which is Boston based multi-platform publishing American monthly magazine. Being a literary and cultural magazine, it focuses on publishing the commentaries of the leading media writers about education and current national and international, political, and social issues. The third

article is from the 'China Daily' which is the leading Chinese English language newspaper having the widest print circulation in the country and the Chinese Communist Party's Publicity Department owned this daily newspaper. These newspapers' selection is based on a criterion of their general perception as well as national and international circulation limit. All three newspapers are affiliated with the ideological representation of their respective prestigious institutions which owned them. The researcher applied the proposed theory of semantic Macrostructures to selected articles and analyzed them to extract out the findings and results. First, we execute the macrostructure analysis for skimming the 'macro propositions' related to the theme and global meaning of news media discourses and then we analyzed the microstructures embedded in the discourses, working as the building blocks for constructing the whole identity.

ANALYSIS AND FINDINGS

Article 1

In 2019, Harvard University recognized the pivotal democratic contributions of the world-renowned female leader Angela Merkel and awarded her with the honorary Doctor of Laws degree and invited her to address the 378th Commencement's annual Harvard Alumni Association meeting. Before this happening Christina Pazzanese (2019), a Staff Writer of the Harvard Gazette took interviews of some present and former colleagues of Angela Merkel as well as few diplomats and journalists who witnessed the political rise and power and extraordinary influence of Angela over German and world politics. The account of these interviews was published as an article titled, 'Angela Merkel, the scientist who became a world leader', dated May 28th, 2019.

Macro-level Analysis

Van Dijk (1988, p.31) considers the proposition as the 'smallest independent meaning constructs of language' which can be expressed by 'single sentences or clauses.' So, we have taken the headlines, sub headlines and various implicit themes as the macro-propositions of the selected articles.

Table 1.

Macro propositions drawn from Article 1.

Macro Theme		Macro Proposition (MP)
Professional political identity	to	MP1 - Angela Merkel, the scientist who became a world leader
Leader's identity		MP2- An authentic leader and a figure of hope
Personality identity		MP3- A Chancellor who practices calm over bombast in German and World politics
Worldwide identity	Political	MP4 - the one who preserves rather than destroys
Global identity		MP5- Founder of changed Germany.

The evolution of Merkel's social identity is reflected from the (MP1), that the logical, factual and analytical capability developed in Merkel is from the working at the quantum chemistry experimental laboratory, which takes her to the national and international leadership forum. The authentic leader trait in (MP2) comes from her personal identity of being the reliable and dependable person. According to Wendy R. Sherman, the US

undersecretary of state for political affairs (2011–2015), Merkel acquired a special kind of core values and humility which was the result of her East German background and her history consciousness of her country. The German nation has the confidence in Merkel that she can fight for her people, her country and for every righteous endeavor. (MP3) reflects the comparative sight of old and new German politics through a single statement. US journalist George Packer in his interview about his perception about Angela Merkel expressed, that in the previous era's German politics was synonyms with asepticism and recklessness, but the arrival of Merkel has brought the calmness, which is dominating bombast and a violent element of the country's politics.

(MP4) extracts the views of Stefan Kornelius, the head of the foreign policy department of *Süddeutsche Zeitung* Germany, about Angela Merkel's maternal identity who does not believe in destruction rather makes efforts to preserve and maintain positivity in a country by solving, instead of, causing crises. Furthermore, (MP5) orates the Kornelius claim that Merkel is the founder of changed Germany. 'Changed' in the context of leaving the past stern policies of the country and have become more liberal and welcoming by overcoming racial, gender and various social and political issues, and this is the result of Merkel's leadership which obliged her conservative party to advance towards extreme center having a reformed political landscape. The changed foreign policy of changed Germany makes it the moderating power in Europe, which plays the role of conserving central balance as well as lead Europe from the front.

Micro- Level Analysis

The news article coined numerous 'good' adjective nouns for presenting the introduction of Angela Merkel. It used the grammatical entities like; 'pivotal democratic figure', 'most respected leader', 'first woman' and 'first East German' who holds the highest national elective office. Likewise, the article also reported the positive and progressive vocabulary used in the views expressed by different social and political experts for Angela Merkel. Wendy R. Sherman called her an 'authentic leader' which is a notable complimentary title. Robert Nicholas Burns, an American diplomat; in his interview used the Attributive adjectives like, 'The leader respected', 'problem-solver', 'substantive' and 'not superficial' to describe the persona of Merkel. Reuters, (2021) reported Merkel's political and media discourses, while opening Germany's door to more than million Middle Eastern refugees during 2015 refugee crisis. She urged German nation to build up the more tolerant Germany, where every individual irrespective of ethnic, social, and regional difference feels heard and can experience sense of belonging.

She exhorted German nation to build a future together. Annette Schavan German ambassador to the Holy See (2014–2018) and longtime confidant of Merkel expressed the reaction of the Vatican City, witnessed by her over the way in which migration crisis was handled by Merkel and uttered it as, "she was viewed as 'the woman who saved the dignity of Europe', which shows the applaud and acknowledgement of the highest religious institute for the efforts made by the Merkel. Schavan quoted Merkel's famous statement released during the migration crisis, it says "Wir schaffen das" ("We can do it") and according to her Merkel showed that world that she handled the crisis superbly. Cathryn Ashbrook, the founding director of the Project on Europe and the Transatlantic Relationship at the Belfer Center for Science and International Affairs at HKS and close colleague of Merkel disclosed a German vernacular expression transformation to a verb

'to merkeln' which is associated with the notion of waiting for the strategic opportunity. Also, she shared an unusual specific noun 'Mutti' used for Merkel by her political opponents which further evolved to 'Mommy Merkel', a restricted admiration of her insightful and concerned disposition. Constanze Stelzenmuller, the senior Transatlantic Fellow, The German Marshall Fund of the U.S. in Berlin (2009–2014); appreciated Merkel's sense of humor through a paradoxical title of 'wickedly funny' which portrayed her outrageously humorous side as she is known to be very good at mimicking the people and especially prominent world leaders.

Article 2

The second article is from 'The Atlantic' having a headline of 'The Merkel Model' and sub-headlines as; 'The German chancellor has shown how to win and keep power in a man's world'. It is published on May 19th, 2019, and Kati Marton was the author of this news writing. This article discusses the identity of Merkel as the 'the world's most successful living female politician on the basis of achievements and longevity'. The article gives the positive media campaign vibes for Merkel as she has overturned the rules of political culture practiced in male-dominated Germany. The author appreciated the role of Merkel in making German society pleasing to the women ambitions by selecting the woman as a leader of the Christian Democratic Union as well as including other six women in her cabinet. She made her place in such resistant political culture through her perseverance, grounding and shrewdness. The author characterized it as 'the Merkel Model', which should be followed by not only other women rather man can also copy it.

Macro- Level Analysis

Table.2. Macro propositions drawn from Article 2.

Macro Theme	Macro Proposition (MP)
Social identity	MP6- The German chancellor has shown how to win and keep power in a man's world
Personal Identity	MP7- Rule in the Merkel playbook is to treat high office as a job, not as an identity
Political Identity	MP8- Merkel enjoys power like power is a way to get things done

(MP6) themed on Merkel's identity as a 'feminist by example'. It focused on the aspect that how Merkel maintained her distinctive female personality in chauvinistic German political culture and world politics in general. She persevered in her power and rule for 16 years in the man's world by making winning deals on national and international fronts. (MP7) This proposition summed up the dedication and integrity of Merkel' character towards her high office responsibilities as a German Chancellor. She never took the attack and insults at individual personal level and kept negotiating with Trump and Putin while ignoring such distractions as mere office trivialities. She always ended up working on what was right and needed for her country and people. The author accounted the Merkel's accomplishments at national and global forums in (MP8) as she substantiated the reforms by making minimum wage rule confirmation, shutting down German nuclear plants and promoting marriage equality in Germany, and at global level sectioning Russia for invading the Crimea and rescuing the sEURO in 2008 a reality which came true.

Micro- Level Analysis

The author introduced Merkel's arrival in German politics by saying, "Merkel applied herself to the study of macho behavior as she inched her way up the German political

mountain". In the male dominated German political, as soon as Merkel stepped in as the minister for the environment in Chancellor Helmut Kohl 'cabinet in early 90's, she invested her time to look into the outlines and details if this chauvinistic forum to strategize her ways accordingly. This shows her identity of being a steely calculative person, who chalks out political tactics after keen observations and preparation.

Further, the author narrated the two dramatic incidents, one at G7 meeting, where Donald Trump, the US President tossed Starbursts towards Merkel and told her not to complaint that he has not given anything to her. And at another time in 2007, Russian President Vladimir Putin's meeting with Merkel at his Black Sea residence, although he had clear knowledge about Merkel's intimidation from dogs due to her past bad experiences, he deliberately unleashed his black Labrador over her, yet she showed fearlessness and calm at her best. This is the clear evidence affirming the statement of this article about Merkel's character, "She sees anger as a wasted emotion she simply cannot afford to indulge. For drama, Merkel goes to the opera—which she does a great deal". She is genuinely a calm and rational leader who prefers levelheadedness and facts over dramatic and overstated maneuverings of power-show staged by mentioned world leaders.

Article 3

The third article is a writing of Chen Weihua and Guy Chazan on September 2nd, 2021, for the 'China Daily' newspaper. The title of article is, 'The world badly needs leaders like Angela Merkel'. The article is commemorating the Chancellor Angela Merkel anecdotes and achievements as she was preparing to step out of office after ruling for 16 years from the position of the German leader. Even the surveys conducted by the global public opinion and trends have confirmed the fact about her being the most popular global leader who is trusted globally for making the right decisions for the world.

Macro- Level Analysis

Table.3. Macro propositions drawn from article 3.

Macro Theme	Macro Proposition (MP)
Global social identity	MP9- World badly needs leaders like Angela Merkel
Personal identity	MP-10 Merkel has been a cool-headed, rational, and pragmatic leader willing to listen.
Global leader identity	MP- 11 A leader, who understood the mutual benefits of constructive engagement with China and Russia, despite the heavy pressure from the United States

The main headline (MP9) is the most prominent proposition of this article. This article is written at the time when Angela Merkel is about to step down from her office after leading Germany for 16 years. Here, the measure of Merkel's capabilities and vision, for acquiring the noteworthy achievements at the global forum, is accounted through different anecdotes and examples by the author. It confirms her identity as the most needed leader in the world. (MP10) proposition highlights the fact that how personal character traits of Merkel helped in developing her global political identity as a super smart leader. A leader who believed in doing right and good on the expense of

considering all options practiced by common rational person having no airs, false ego or a susceptible sense of superiority. (MP11) A leader, who understood the mutual benefits of constructive engagement with China and Russia despite the heavy pressure from the United States The focal point of (MP11) highlights the theme of Merkel's identity as a flexible, open- minded and strong world leader who continued to remain involved in constructive engagements at global regardless of facing political pressures from the US and other world powers. She substantiated the mega innovative investment deals for creating mutually benefitted sustainable world.

Micro- Level Analysis

Looking at the micro- level structures of this article, we observed the strong and positive expressions describing Merkel identity. Expressions like; 'most popular global leader', 'most trusted to do the right things on global stage', 'she has achieved so much despite the outsized US influence in almost every aspect in Europe', 'by no means is she a dogmatic ideologue', 'she played a pivotal role in concluding the negotiations on the China-EU Comprehensive Agreement on Investment' and 'Merkel has impressed people with her humble style'. The generous use of positive adjectives like; most popular, most trusted and humble, portrays a constructive, progressive and positive image of Merkel at the global political arena.

FINDINGS

Merkel's personal and political struggle and subsequent identity construction resulting in her world leader image formation is evident in the selected media discourses. The key issue of investigation is to inspect and deconstruct the selected media text discourse at macro and micro semantic level, to understand the processes involved in constructing the positive social and political identities of Angela Merkel, by introducing positive ideologies and the cognitive framework in readers' minds. Van Dijk (1980) Macro Semantic Theory assisted us to administer proposed analysis. The findings of the study suggest that the media text's discursive layers help in setting the angels which are according to set agenda and targeted ideology propagation. Also, there is a systemic way in which the smaller discursive narratives are joined together through media discourse for constructing the larger discursive themes establishing desired identity construction.

The lexical and semantic construction leading from the micro to macro discourse level of selected three articles present the evidence of ideological identity construction of Angela Merkel through positive media portrayal, and in doing so the world media has also projected the moderate and peaceful image of present time Germany in today's world. 'The Harvard Guzzatte' presented the compilation of interviews of people who experience the interaction with Merkle at different personal, official, social, and political domains and such real life witnessing always substantiate the 'based on truth' nature of ideology. The media texts through their discursive practices and techniques have created the 'Self vs Other' ideological dichotomy, where Merkel is at 'Self' end and carries the different and positive attributes as compared to other world leaders. We have observed this contrast throughout the media discourse where at places Angela is differentiated in the good light based on being 'female leader', 'German Chancellor' and a 'tough decision maker' as evident from her decision making over 'migration crisis'

and 'Eurozone issues'. As described by Pazzanese. C (2019) in her media discourse, Angela made entry as German chancellor when Europe along other world regions was experiencing terrorist age and tumultuous economic crisis and European currency crisis. She overcame all such obstacles by saving euro from disintegration and kept the EU united at one front, which is the huge deal that even British empire dare not to vision.

CONCLUSION

According to Fisher (2015, 51), the audience being the actively engaged, expressive and collaborative participant of the media phenomenon, plays a central role in the social media discourse construction, interpretation, and perception. The ideas and the identities constructed by the media around any news, perception or even conspiracy theory are embedded in the discursive constructions and lexicalization which are combined to develop a common-sense discourse appealing to the public. Weihua. C (2021), in the selected text even affirms the popularity of Merkel by referencing the public polls and surveys conducted by organizations like Pew Research center Surveys and YouGov.

Merkel was found to be the most popular global leader, who was trusted by the people for doing the right acts on the global stage. Such statistical laden statements based on public realities greatly impact the reader's perception and ideology about any person, place, or event. Moreover, the presented media text and discourses, relevant to the real world can mould or shape the worldviews (Filardo- Llamas, 2015), so the Merkel's positive identity depicted media discursivity not only reflects media discourses power, rather it also highlights the deeper level discursal ideological dissemination reinforced through semantic structures. Thus, media discourses succeeded in taking the Angela Merkel to the pedestal of 'The Iron lady of Europe' in comparison to Margaret Thatcher, who is considered 'Iron lady' of UK only.

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