Positive Self-presentation and Negative Other Presentation as an Exemplification Self-presentational Strategy: A Critical Pragmatic Analysis

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Abstract

The present study deals with the use of positive self-presentation and negative other-presentation for achieving the impression related to exemplification strategy. The problem of this study is that the use of positive-self-presentation and negatives other-presentation by Anjem Choudary for achieving the impression of exemplification for passing the ideology of extremism to the audience to gain acceptance for his radical groups and to control the minds of people has not been investigated from a critical pragmatic perspective. This study aims at investigating the use of this strategy for exemplifying himself and passing Islamic extremism to the audience. This study hypothesizesthat positive self-presentation and negative other presentation can be used for achieving the exemplification self-presentational strategy and Anjem Choudary uses this strategy for achieving this impression. This study is significant since it sheds light on the use of positive self-presentation and negative-other presentation for achieving the self-presentational strategies' impression and passing different ideologies to the audience.

Key words: critical pragmatics, exemplification, positive-self-presentation, negative other presentation, self-presentation and religious extremism

1- Introduction

The present study investigates the use of positive self-presentation and negatives other presentation by Anjem Choudary for passing radical Islamism to the audience. It attempts to answer the following questions:

1- How does Anjem Choudary use positive self-presentation for achieving the impression of exemplification?

2- How does Anjem Choudary use negative other presentation for achieving the impression of exemplification?

Based on these questions, this study is aimed at the followings:

1- Describing how Anjem Choudary use of positive self-presentation for achieving exemplification impression.

2- Explaining the ways in which Anjem Choudary uses negative other presentation for achieving exemplification impression.

This study also hypothesizes:

1- Positive-self-presentation and negative other presentation can be used for achieving different impressions related to self-presentational strategies.

2- Anjem Choudary uses these strategies for achieving exemplification impression.

The current study follows these procedures:

1- Presenting a theoretical background of critical pragmatics, exemplification and the ideology of extremism.

2- Gathering the transcripts of Anjem Choudary's discourse in Jeremy Paxman interview and analyzing them based on the Van Dijk's ideological square.

3- Presenting conclusions based on the analysis of the data according the Van Dijk's ideological square.

3-   Theoretical Background

This section deals with the concept of exemplification, critical pragmatics and Religious extremism.

3-1 Exemplification

Exemplification is the case when people do their best and go beyond what is necessary to be viewed as both committed and hardworking (Jones & Pitman, 1982).

The exemplifier desires to do behaviors that shed light on integrity and worthiness. People use exemplification behavior for its association with behaviors like emulation, the internal aspects of guilt and shame (Jones & Pitman, 1982: p. 245).

The exemplifier shows himself or herself as honest, disciplined, charitable and self-sacrifice. This person is shown as a saint who walks among people and the person who sacrifices for people's like and a cause. Nevertheless, such person must not exaggerate in showing himself or herself as self-righteous. The exemplifier must not only exemplify morality but also claiming it and his exemplifying actions must be honest and consistent which means that this person has adopted the ideal principles of the society to the extent that his or her moral behaviors cannot be influenced by people's reaction to his behaviors (Jones & Pitman, 1982: p. 245).

People utilize exemplification strategy to be perceived by others as having the feature of self-integrity. Also, persons who use this strategy refuse to believe that they are using it. One kind of exemplification is identified as the ideological militancy. The relationship between ideological militancy and exemplification is a complicated one because militancy is a collective phenomenon and not an individual one. Exemplifiers can use self-deprivation to influence institutionalized power like employers, legislators, judges, and government executives. In these cases, the exemplifier presents him or herself as standing and defending a worthy cause and shows him or herself as being reading for arrest, chastity, and exclusion. People who are influenced by the use of this strategy can be controlled mentally and manipulated to the extent that they stand for the exemplifier cause and experience the same deprivation (Jones & Pitman, 1982: p. 246).

Anjem Choudary as a radical Muslim and political activist who attempts to gain acceptance for his radical groups uses the exemplification strategy by showing himself positively and showing other negatively. His success in achieving the impression of exemplification will help him to control the minds of the people and passing the ideology of extremism to them by showing himself as the exemplified leader who stands for Muslims and their rights and fights for a noble cause.

3-2 Critical Pragmatics

Critical pragmatics is rooted in the field of socio-pragmatics, socialdeixes , social conventions of speech acts, and social factors. The field of socio-pragmatics follows the fashion of macro pragmatics which includes area that has in any way a relationship to society so the socio-pragmatic topics are as diverse as language. One of these topics that are dealt with in socio-pragmatics is the social struggle that is one of the main issues in critical pragmatics. Critical pragmatics sheds light in the work done in socio-pragmatics that follows the steps and the methods of critical linguistics and critical discourse analysis. Within critical pragmatics, there is a great focus on the relationship between language, social power and between language and ideology. Originally, the term is rooted in an essay by Mey (1979) entitled *Toward a Critical Theory of Language* where different social problem that are related to language are approached from a theoretical Marxian perspective. At the time, Roger Fowler and His colleagues presented their work regarding critical linguistics at the University of East Angelia. Critical pragmatics deals with sociological and pragmatic issues from a Marxian point of view (Mey, 2017: 147-148).

Within the philosophy of language and formal pragmatics, the term critical pragmatics has an entirely different meaning. It is here identified as a term used byKorta and Perry (2011) in their book *Critical Pragmatics: An Inquiry into Reference and Communication* in which critical pragmatics is identified as the philosophical status of the content of an utterance as being central in both semantics and pragmatics (Huang, 2017: 9).

3-3 Religious Extremism

The main definition of extremism is the one that ties it with terrorism in which it is identified as a set of ideological beliefs related to an obligation to change the political system in a way that many kinds of extremism can born. It can be defined as the strict norms for what is the right behavior and rejecting any alternative or opposing behaviors. The main focus is not the behavior itself but the extent to which such behaviors are

prescribed according to the beliefs of some people and having no ways or enough freedom for refusing such behaviors or standing against them (Wibisono, Louis & Jetten, 2019: p.3).

4- The Data

The data of the present study is an interview in BBC Tonight BBC Newsnight channel. this channel is a British channel that covers a comprehensive coverage of important national and international news stories. In this channel, the host shares the latest news and current issues which incorporate hard-hitting interviews with opinion formers around the world. This channel is located in London. Its original language is English. The production locations are Studio B, Broadcasting House, London (2012–20) Studio E, Broadcasting House, London (30 March 2020 – 2 October 2020) Studio 54D, Broadcasting House, London (2020–) Various UK bases (from 2022).

This interview consists of three participants that are the interviewer Paxman, the interviewees are Anjem Choudry and Maajid Nawaz. Anjem Choudry is Anjem Choudary is a British Islamist and a social and political activist who has been described as "the face of British militant Islamism" and "the most famous Islamic State supporter in Britain. Maajid Usman Nawaz is a British activist and radio presenter. He was the founding chairman of Quilliam, a counter-extremism think tank that sought to challenge the narratives of Islamist extremists and, until January 2022, was the host of an LBC radio show on Saturdays and Sundays.

This study is limited to the analysis of Anjem Choudary's discourse in this interview to reveal his use of positive self-presentation and negative other presentation for passing the ideology of extremism to the audience.

5- Methodology

The data in the present study will be analyzed both qualitatively and quantitatively following Van Dijk's ideological square's positive self-presentation, negative other-presentation and selected ideological strategies as in the followings:

5-1 The Model

A-Positive Self-presentation and Negative Other Presentation categorization

Van Dijk (2004) is adopted for the analysis of self-presentational phenomena for investigating how interviewees in the selected American and British interviews use positive self-presentation and negative other presentation for the success of their self-presentational strategies.

Van Dijk (2004) presents the general strategies of the ideological square to investigate the ideological discourse based on four principles. Van Dijk (2004:734) summarizes them as follows:

1-Emphasize "Our" good things. (Exaggerate in self 's positive features/actions). Interviewees in the selected interviews shed light on themselves by emphasizing their positive features that assist them in the success of their self-presentation strategies and achieving their desired impression which leads subsequently in influencing the audience and passing their ideologies to them.

2- Emphasize "Their" bad things. (Exaggerate in other 's negative features/actions). Interviewees in the selected interviews shed light on the bad things or mistakes done by others to be viewed as negative or undesirable by the audience which leads such interviewees to be viewed in a favorable way by the audience and hence assist them in gaining the desired impression related to self-presentational strategies leading to the fulfilment of different aims like manipulation, control, successful marketization or promotion, passing and naturalizing different ideologies.

3- De-emphasize "Our" bad things. (Extenuate self 's bad features/actions): this strategy is used by interviewees especially politicians in the selected interviews in which they hide their wrong actions and mistakes in order to be presented in a favorable way by the audience which assist them in reaching their desirable impression on the audience which can help them in achieving different goals like fame, power, control, dominance, and mind control.

D- De-emphasize "Their" good things. (Extenuate other 's positive features/actions). This strategy is also used by interviewees and especially politicians to view hide their rivals or other people's good actions so they can shed light on their positive actions and themselves which help them in gaining their desired impression and consequently fulfilling different aims like gaining the audience consent.

Besides Van Dijk's (2004) ideological square, the present study adopts several ideological strategies that have been proposed by Van Dijk (2004) that are the followings:

1-Authority: People having different ideologies cite different authorities. Speakers in an argument use authorities to support their case. Such authorities can be international organizations, scholars, the media, the church or the courts (Van Dijk,2004). Interviewees in the selected British and American interviews especially politicians use different authorities to support their argument which can assist them in creating the desired impression related to self-presentational strategies like exemplification or self-promotion leading consequently to influencing the audience and passing different ideologies to them.

2- Consensus: People who have different ideologies can seek general consensus or agreement like the national consensus (Van Dijk, 2004). Interviewees especially politicians can use this strategy for supporting their views. Also, interviewees like actors use this strategy to form solidarity with their audience and seeking their agreement which assist them in forming a desirable impression related to some self-presentational strategies.

3- Example/ Illustration/ Demonstration: this strategy refers to giving concrete examples, demonstrating vignettes and short stories, and producing general points that are reasonable, plausible, and probable. Generally, the more concrete the story is the better it will be memorized and the more emotional, argumentative and persuasive the story will be (Van Dijk, 2004). Interviewees in the selected British and American interviews especially actors use this strategy by telling the audience personal stories about themselves and especially concrete personal stories to engage the audience emotionally which help them in gaining the desired impression related to strategies like ingratiation and consequently making different benefits like being more famous or taking part in new films.

4- National Self-Glorification: this strategy refers to the use of positive self-presentation for national self-glorification to glorify the country's history, traditions principles and laws (Van Dijk,2004). Interviewees in the selected British and American interviews use this strategy for producing the desired impression related to exemplification or self-promotion strategy which leads consequently to the naturalization of many ideologies and legalizing illegal actions.

5- Number Game: this strategy refers to actions like emphasizing on objectivity, using statistics to indicate objectivity and characterizing news reports(ibid). Interviewees in the selected British and American interviews especially politicians utilize this strategy to present themselves as competent and create the desired impression related to self-promotion strategy that leads to gain benefits, control, domination, and mind control.

6- Vagueness: this strategy refers to the use of expressions that are unclear because they do not supply enough information or not saying exactly what they mean(Van Dijk, 2004). Interviewees in the selected interviews use vagueness strategy for hiding their negative actions or for face keeping which assist them in gaining the desired impression related strategies like ingratiation.

6- Data Analysis

The ideological strategies that are used by Anjem Choudary for producing the impression related to exemplification self-presentational strategy are explained as in the followings:

1-Anjem Choudry: "*Well, absolutely, because if you believe in something that it should be good for all times and places. The government advocates democracy and freedom. Supposedly their own soldiers are dying for freedom and democracy in Afghanistan and yet when we expose that foreign policy as we did with the mere*

suggestions of having a procession in Wootton Bassett. Suddenly you find that Freedom uh dissipates and you have dictatorship."

In this paragraph, Anjem Choudary uses the positive self-presentation by shedding light on his Sharia rule as the one that is workable in all times and places. He then uses the negative other presentation for presenting the British government in a negative way by describing its system of freedom and democracy as fake and this government being dictatorial. He uses these ideological strategies to show himself as the exemplified, ideal Muslim who stands against the British dictatorial government and aims at saving humanity by his Shria rule.

2-Anjem Chodary: *"Well, this is the hands of God. We do our best to propagate Islam. Well, of course it is. I think many people will see democracy and freedom is no good for the British and no good for Afghanistan and in fact we need an alternative unlike man-made low the Sharia is not something which gives you a right today to take it away tomorrow. It's good in all times and places.''*

In this paragraph, Anjem Choudary uses the positive self-presentation for shedding light on his efforts on spreading Islam and his Sharia rule in U.K. Besides, shedding light on the Sharia rule as God-made that can save humanity since it is workable in all times and places. He, on the other hand, uses the negative other presentation for shedding light on the system of freedom and democracy as useless for the British people. He uses these ideological strategies to show himself as the ideal, exemplified, noble Muslim leader who will save U.K from its wrong system of freedom and democracy.

3-Anjem Choudry: *"Oh, well I mean obviously Majid Nawaz Majid Nawaz''*

Anjem Choudry: ''is a part of an apostate organization called Quilliam foundation''

Here, Anjem Choudary uses the negative other presentation by shedding light on Majid Nawaz as standing against Islam and his foundation as aiming to fight Islam. He uses this ideological strategy to show himself as the ideal, noble Muslim who stands against the enemies of Islam.

4-Anjem Choudry:" *He is paid by Allan Johnson and Gordon to say what he says and that suffice. ''*

Here, Anjem Choudary uses de-emphasize "Their" good things by hiding the positive aspects regarding Majid Nawaz and shedding light on him as being paid by British politicians to stand against Islam. He uses this ideological strategy to show himself as the ideal, exemplified Muslim who stands against the enemies of Islam.

5-Anjem Choudry: *''All of you are in one camp, the camp of non-Islam''*

Anjem Choudry*: ''against the camp of Muslims''*

Here, Anjem Choudary uses the negative other presentation by using the ideological strategy of de-emphasize "Their" good things and through shedding light on Anjem Choudary and Jeremy Paxman as the enemies of Islam. He uses this ideological strategy to show himself as the ideal, exemplified, noble Muslim who stands for Islam and Muslims.

6-Anjem Choudary: *''Ultimately, Islam will prevail and all knows''*

Here, Anjem Choudary uses the ideological strategy of National Self-Glorification for glorifying Islam and predicting that it will spread all over the world. He uses this ideological strategy to show himself as the ideal, noble Muslim who dedicates himself for spreading Islam and protecting Muslims.

7-Anjem Choudary: *''He is paid more to say that by the government to say what he is saying''*

Here, Anjem Choudary uses de-emphasize "Their" good things ideological strategy by hiding anything good about Majid Nawaz and viewing him as being paid by the British government to fight Islam. He uses this ideological strategy to show himself as the ideal, exemplified Muslim who stands against the enemies of Islam.

8-Anjem Choudary:'' *No, no , wait a second Jeremy. Let's have a look at the facts. You have people holding placards at a demonstration against the cartoons. There is a man who hold a placard uh about Denmark. He got six years for holding a placard and yet you have freedom*''

In this paragraph, Anjem Choudary uses Emphasize "Their" bad things by shedding light on the British government as the dictatorial who imprison a man holding a placard for six years. He uses this ideological strategy to show himself as the ideal, exemplified Muslim leader who defends Muslims and their rights.

9-Anjem Choudary: ''*It is an apartheid system. The Muslims are treated] Anjem Choudary: You two wake up, you need to wake up to the reality*''

Here, Anjem Choudary uses emphasize "Their" bad things ideological strategy by shedding light on the British government and its system of freedom and democracy as apartheid system that oppresses Muslims and takes their rights. He uses this ideological strategy to show himself as the ideal, noble Muslim who stands against the British government's oppressive regime.

10- Anjem Choudary: ''*You know very well that you have the dean of Islam because you side*''

Here, Anjem Choudary uses emphasize their bad things ideological strategy by shedding light on Majid Nawaz as the enemy of Islam who has left it to side with its enemies. He uses this ideological strategy to show himself as the ideal, exemplified Muslim who stands against the enemies of Islam.

11- Anjem Choudary: ''*We don't appeal because we don't believe its allowed to appeal to man-made law secondly, we have had the most support we've ever had*''

Here, Anjem Choudary uses the ideological strategy of Emphasize "Our" good things (Exaggerate in self 's positive features/actions) by shedding light on his Sharia belief as being God-made and emphasizing the support he gets from people for his processions and his groups. He uses this ideological strategy to show himself as the ideal, exemplified Muslim who stands for the sharia low that is God-made.

12-Anjem Choudary:'' *this morning by Allan Johnson. We'll be inundated with calls and emails from Muslims and non-Muslims say that they support us and quite frankly that they discussed it by the government on the one hand advocate freedom and democracy but when it comes to people want to practice you know their own if you like views under their own their realms of their own uh uh law suddenly you become*''

In this paragraph, Anjem Choudary uses Emphasize "Our" good things (Exaggerate in self 's positive features/actions) by emphasizing the support he has gained from Muslims and non-Muslims for his Sharia low and his groups. He also uses the ideological strategy of Emphasize "Our" good things (Exaggerate in self 's positive features/actions) to shed light on the British government as calling for fake democracy and freedom and being dictatorial that oppresses Muslims and prevents them from practicing their believes. He uses these ideological strategies to show himself as the ideal, noble Muslim who stands against the British dictatorial government and stands for Muslims's rights.

13- Anjem Choudary: ''*I'm disvalue the question, the point is yea the point is Majid Quilliam foundation wrong people and wrong organizing that expose you*''

Here, Anjem Choudary uses the ideological strategy of De-emphasize "Their" good things by hiding anything good about Majid Nawaz and his foundation and shedding light on it as the enemy of Islam that stands against Muslims. He uses this ideological strategy to show himself as the ideal, faithful Muslim that stands against the enemies of Islam.

Table (1) The ideological strategies used by Anjem Choudary for exemplification

No.	Strategy	Type	F	P
1-	Ideological strategies	Emphasize our good things	4	28%
		Emphasize their bad things	5	35%
		National self-glorification	1	7.1%
		De-emphasize their good things	4	28%
Total			14	

The table above reveals that emphasize their bad things is the highest with (5) frequencies of occurrences corresponding to 35%. This is followed by emphasize our good things and national self-glorification with (4) frequencies of occurrences corresponding to (28%). This is finally followed by national self-glorification with (1) frequency of occurrence corresponding to (7.1%).

6- Conclusions
This study has reached to the following conclusions:

1-Anjem Choudary uses positive self-presentation by shedding light on himself as the ideal, exemplified Muslim leader who wants to protect Muslims and their rights, saving humanity by his sharia rule and standing against the fake western system of democracy and freedom that deprive Muslim's rights and are destroying humanity.

2- Anjem Choudary uses negative-other presentation by shedding light on Majid Nawaz as the enemy of Islam and Muslims who is paid by the British government to stand against Muslims. He also uses this strategy by showing Jeremy Paxman and the British government as standing against Muslims and standing against rights.

3- Using positive-self-presentation and negative-other presentation successfully, enable Anjem Choudary to gain the impression of exemplification and to be viewed as an exemplified Muslim leader who will save Muslims and the humanity by his sharia rule and consequently passing the ideology of Islamic extremism to the audience which will help him in gaining acceptance for his radical Islamist groups , having more members for his groups, naturalizing the ideology of extremism and making it a common sense which lead to brain washed people who commit terrorist attacks.

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