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„Die Welt zu Gast bei Freunden“

A Critical Discourse Analysis

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CONTENT

<u>ABSTRACT</u>	1
<u>1. INTRODUCTION</u>	2
<u>2 THEORY AND METHOD</u>	3
<u>3. ANALYSIS</u>	5
3.1. THE SLOGAN “DIE WELT ZU GAST BEI FREUNDEN”	5
3.2. APPLICATION OF THE SLOGAN IN THE FIFA WM 2006 WELCOMING SPEECH BY JOSEPH S. BLATTER	8
<u>4. FINDINGS/ DISCUSSION</u>	14
<u>6. BIBLIOGRAPHY</u>	17
<u>APPENDIX</u>	18
THE SLOGAN	18
GRÜßWORT VON JOSEPH S. BLATTER	18
REFLECTION	20
EIGENSTÄNDIGKEITSERKLÄRUNG	21

Abstract

In this paper, I want to analyse the official slogan of the FIFA world cup 2006 in Germany „Die Welt zu Gast bei Freunden“. The purpose of this paper is to reveal which meaning the slogan carries – if there is any – and how it was employed in context of the championships. Furthermore, it intends to investigate whether the slogan had an impact on discourse in and about Germany. Methods of critical linguistics and critical discourse analysis are drawn upon in order to critically analyse the slogan itself as well as one example of application, the welcoming speech of the championships by the president of the FIFA, Joseph S. Blatter. An interview with the responsible marketing agency revealed that the slogan is meant to carry an appeal to be hospitable and friendly as well as to create an atmosphere of friendliness. Analysis of the slogan reveals, however, that it does not carry one single definite meaning. Investigation of the speech by Blatter shows how it is employed for personal purposes. In this context, it is, however, interpreted according to the intentions of its producers. On the background of these findings, only hypotheses are possible regarding the impact of the slogan on German discourse and society in general, since it is limited to one example of application. It can be seen as a starting point, however, from which the friendliness and hospitality discourse in and about Germany can be further examined. Further investigation may generate interesting findings about the way the perception and self-perception of Germans has changed during the world cup, and which impact this may have had on the German society.

1. Introduction

The subject matter of my analysis is the slogan „Die Welt zu Gast bei Freunden“. It was the official FIFA slogan for the FIFA Football championships 2006 in Germany. The slogan was created by André Heller, who was the art and culture director of the championships 2006. The FIFA has all ownership rights for the slogan. It was integrated into a “National Service and Friendliness campaign” which was launched at 7th March 2006 with about 200 journalists and 30 TV stations present. The campaign was created by a marketing agency in Munich on behalf of the German Football Association DFB. It consisted of a TV spot and a poster including the slogan, which was displayed 20.000 times nationwide¹. Additionally, before and during the championships the slogan could be seen frequently in public places on posters, in private shop windows, pubs, on motorways and T-shirts. It was used for different advertising purposes by shops, pubs and other companies. Furthermore, the slogan was a strongly discussed issue. Many officials of the FIFA, the DFB as well as politicians referred to it in political speeches and in speeches and statements in various contexts.² Moreover, it was often implemented in the media. Newspapers titled, e.g. “Die erschrockene Welt zu Gast bei deutschen Freunden”³ and „nicht überall in Deutschland ist die Welt zu Gast bei Freunden“⁴, referring to debates about discrimination which were raised before the championships started. An example for another context is the headline of an article in „Die Süddeutsche”, which titled “Mann von Welt zu Gast bei Freunden”, referring to ex-chancellor Gerhard Schröder visiting his hometown Hannover.⁵

This shows that the slogan had a strong impact on discourse in German media, politics and society in general. For this reason, I want to analyse the slogan, how it was employed, and which impact it had on discourse and society in Germany. Firstly, I want to analyse the slogan “Die Welt zu Gast bei Freunden” itself in order to investigate which underlying meaning it incorporates and which message it is intended to carry. Secondly, I want to analyse a speech in order to examine how the slogan can be employed to what effects. The examples given

¹ Abold-Büro für Marketingkommunikation. URL: http://www.abold.de/fds/fds_newhome.htm.

² see for example: Die Süddeutsche. 11.07.06. Netzers Analyse. Es war die WM der Deutschen. URL: <http://www.sueddeutsche.de/sport/weltfussball/artikel/364/80284/3/>.

³ NZZ am Sonntag. 28.05.2006. URL: <http://www.nzz.ch/2006/05/28/al/articleE5QPQ.html>.

⁴ Der Tagesspiegel. 19.05.2006. URL: <http://archiv.tagesspiegel.de/?redaktion=&ansicht=&ox=10&os=20&von=&bis=&az=42&sort=reverse&sb=+bei+freunden+gast+welt+zu&sess=41faa1d93a33e1bd4c4d3559ade62ed2>.

⁵ Die Süddeutsche. 24.02.2006. URL: <http://www.sueddeutsche.de/panorama/artikel/888/70818/>.

above illustrate that it was modified and used in various contexts. I will analyse a speech by Joseph S. Blatter, the president of the FIFA.

2 Theory and Method

In this paper, I want to work with two analytical methods. I will draw upon methods both of Discourse Analysis and of Critical Linguistic Analysis.

When analysing the slogan “Die Welt zu Gast bei Freunden” itself, I will mainly draw upon methods of Critical Linguistics. I will primarily adopt Fowler’s theory and methods, as well as approaches by M.A.K. Halliday and R. Hodge and G. Kress.

Fowler’s underlying conception of discourse implies a functional understanding of language use. In his opinion, language always implies ideologies and things can, grammatically and lexically, be expressed in different ways in order to function differently or to serve certain ideologies. Fowler does not believe, however, that people’s worldviews are entirely determined by the language they speak, but that they have choices how to employ language they are at least slightly aware of (Fowler: 1991, p.66). Unawareness of choices might be due to habit and inertia. In Fowler’s opinion, “any aspect of linguistic structure, whether phonological, syntactic, lexical, semantic, pragmatic or textual, can carry ideological significance.” (Fowler: 1991, p.67) Furthermore, Fowler emphasises that critical linguistic analysis does not automatically yield objective findings. I strongly support this point of view and I will therefore try to fix findings of my critical analysis of the slogan to analysis of the speech, which refers to and implements the slogan (Fowler: 1991, p.68).

I have chosen to base my analysis upon this functional linguistic theory, since I will be dealing with a slogan and a speech. Speeches as well as this slogan are carefully composed and therefore we can assume that words are chosen rather than coincidentally used. However, we need to take into consideration the social restraints of language use and choice of topics Fowler refers to as habit and inertia. Thus, the slogan and the issues implemented in the speech I will analyse are conditional upon social practices of society.

When analysing the speech in which the slogan is employed, I will put more emphasis on Discourse Analytical methods. I will mainly focus on Van Dijk’s and Fairclough’s approaches to Critical Discourse Analysis.

Fairclough defines discourse as a place where power and social struggles for and against power are exercised and enacted (Fairclough: 1989, p.43). He refers discourse to language and all other semiotic activities as a form of social practice. ‘Social practice’ is defined as “a relatively stabilised form of social activity”, such as classroom teaching, medical

consultations or television news (Fairclough: 2001, p.1). Very importantly, according to Fairclough, we need to take into consideration the dialectics of discourse. Things and ways of thinking and being are represented by discourse, influence discourse and can in turn be influenced by discourse, as well (Fairclough: 2001, pp.3ff). Power in discourse is defined as constraints exercised from powerful over non-powerful participants of an interaction. Fairclough (1989, p.74) defines three types of constraints: constraints on content (what is said or done), on relations (social relations people enter in discourse) and on subjects (on the subject positions people can occupy). These constraints can have structural effects on knowledge and beliefs, social relationships and social identities of an institution or society. When analysing the speech, I will closely look at implied power relations and at the effects constraints or power relations might have or might be intended to have. I will look at whose perspective is adopted in the speech, and by which means whose positions are emphasised, negotiated or questioned.

Another question that needs to be taken into consideration is, who has access to which discourse and who is able to enforce constraints on access (Fairclough: 1989, p.62). Analysis of this question is also strongly emphasised by Van Dijk (1993).

Teun Van Dijk provides a very helpful structure for analysis, complementing Fairclough's approach towards discourse and critical discourse analysis. Van Dijk mainly focuses on reproduction of dominance, i.e. the question how power is maintained in and through discourse. He especially investigates how certain social structures are reproduced, where power is abused, how it can be implemented so subtle that people accept to be dominated and how access to discourse is controlled. Methodologically, Van Dijk emphasises that we need to take into account short and long term dimensions of discourse, which could in other terms be specified as the specific (how power is enacted directly and towards who) and the more general (how society is influenced as a whole) (Van Dijk: 1993, p.307). Van Dijk suggests to start from context analysis and then proceed towards closer textual analysis, always keeping the focus of the exercise of dominance in mind (1998, p.61). Van Dijk lists analytical aspects for CDA which refer back to what he calls the "ideological square" (Van Dijk: 1998, p.33). The ideological square attempts to outline the underlying strategy of polarisation implied in discourses:

- Emphasise our good properties/actions
- Emphasise their bad properties/actions
- Mitigate our bad properties/actions
- Mitigate their good properties/actions

(Van Dijk: 1998, p.33)

I will relate to this framework and I will try to reveal whether it applies to the speech I will analyse. In case there is a clear distinction between good and bad, I will investigate who ‘Us’ and ‘Them’ are.

3. Analysis

3.1. The Slogan “Die Welt zu Gast bei Freunden”

An email interview with the responsible marketing agency in Munich revealed that the slogan “Die Welt zu Gast bei Freunden” was geared towards the German population in general and especially towards the service and tourism sector, e.g. hotels, restaurants and the “Deutsche Bahn”. The marketing agency states that the aim of the slogan as well as of the Friendliness and Service campaign was to create a friendly and hospitable atmosphere in Germany. What we can see here is discourse at work. A slogan and a campaign creating a friendly and hospitable picture of Germany and its population are not only intended to transport this information to visitors. They are also intended to persuade the population in Germany and especially the service and tourism sector to act according to these values. The marketing agency itself states that it was successfully implemented, since it became, in their opinion, “a lived synonym for exuberant hospitality” (personal communication, July 21, 2006). We can see, subsequently, how discourse is intentionally tried to be implemented to influence society. Wodak (1999, p.8), e.g., refers to this notion. She defines discourse in Fairclough’s sense as social practice and as having a dialectical relationship to the social structures it is embedded in. Therefore, she states, “discourse constitutes social practice and is at the same time constituted by it.” In reference to the slogan, a discourse on hospitality and friendliness seems to be introduced in order to have an impact on the German society.

For Van Dijk, the relation between discourse and social practice is also a central notion. The links between discourse and social practice, according to Van Dijk, are mental models (Van Dijk: 1998, pp.26ff). Mental models derive from “socially shared opinions or attitudes as well as people’s personal experiences and evaluations” (Van Dijk: 1998, p.26). Social practices can, due to one’s personal experiences and evaluations, never be directly referred to discourse, since “all social actors in a group would then do and say the same thing” (Van Dijk: 1998, p.29). However, since discourse influences personal mental models of the world, i.e. the way people think and act, they do influence societal practice. Fairclough states that especially mass media has a strong ability to influence social reproduction through repeatedly

handling causality and agency and other aspects of discourse the same way on a large scale (Fairclough: 1989, p.54). Regarding the slogan and its distribution and frequent exposure via print media and other means, as stated above, we can hypothesise now that it had a significant impact on social practice in Germany.

I want to analyse in detail now how the slogan “Die Welt zu Gast bei Freunden” functions, especially drawing upon methods of Critical Linguistics. I will begin with critically analysing the slogan itself. I will investigate whether the slogan has only one meaning, the meaning of a friendly and hospitable host nation, and whether it only serves one function, the creation of a positive picture of the nation, as stated by the marketing agency.

The first thing that strikes out when looking at the slogan “Die Welt zu Gast bei Freunden” is that it does not have a verb. Subsequently, the question arises whether it expresses anything at all. What does the world do “zu Gast bei Freunden”? What is it meant to do? *Ist* die Welt zu Gast bei Freunden? *Soll* sie zu Gast bei Freunden sein? *Wird* sie zu Gast bei Freunden sein? There are many different opportunities to fill this gap. Based on this very brief analysis of the surface structure of the slogan we can already hypothesise that there must be more than one meaning to it, since various interpretations of the slogan seem to be possible due to the lack of a verb.

Critical Linguistic analysis deals with aspects such as transitivity and modality, which focus on agent-recipient activities. The slogan “Die Welt zu Gast bei Freunden” does not incorporate a verb, so there is neither an agent, nor is this sentence active or passive, or, concluding, transitive or intransitive (Hodge and Kress 1993, Fowler 1991, Halliday 1995). Valuable information which can be drawn from the critical analysis of these structures is subsequently not given in this case.

According to Halliday, a speech act serves three functions. An interpersonal, a textual and an ideational function (Halliday: 1994, p.180). I want to emphasise that Fowler points out that these functions “(...) are sets of social options, not areas of privileged personal choice” (Fowler: 1991, p.70). As stated in the introduction, I want to base my analysis upon a functional linguistic approach which takes into consideration societal constraints on language use.

The interpersonal function serves to set up a relationship between speaker and listener through language, whereas the textual function serves to establish a relationship between language and the situation. Hence, it makes text production and understanding possible. Through the ideational function, the speaker embodies his worldviews, his reactions to certain things, his perception and cognition, in sum “his experience of the phenomena of the real

world” in his speech act (Fowler: 1991, p.69). I want to focus on the latter function. We should consider what the underlying world views of the slogan can be and how they are expressed by the slogan itself. The main tools through which they are expressed are transitivity and lexical structure. As mentioned before, transitivity analysis is not possible because of the lack of a verb.

Regarding lexical structure it should be mentioned that according to Halliday, the vocabulary of a language is “a map of the objects, concepts, processes and relationships about which the culture needs to communicate” (Fowler: 1991, p.80). Concluding, the world is mapped or represented according to the needs of a culture through language (Fowler: 1991, p.82). Two concepts are inherent to lexical structure: Reference, which refers to the relation between a word and the material or mental world; and sense, which refers to the relation between words. Only through these relations a word gains significance. Subsequently, the slogan might gain its meaning through underlying worldviews, concepts and associations with the nouns “Welt”, “Gast” and “Freund”.

Because of the lack of a verb in fact all meaning of the slogan seems to be carried by the three nouns “Welt”, “Gast”, and “Freunde”. We should therefore investigate which connotations these nouns imply and to which phenomena of the physical or mental world they are intended to relate. Connotations are mainly positive. The world as a place where many nations live together, the world as being *our* planet. Of course, the world can be used in negative contexts as well, but in the context of the nouns “Gast” and “Freund” it seems to express unity and freedom. “Gast” implies connotations of hospitality, good hosts or being with friends, making one feel at home. “Freunde” can be associated with being friendly, good old friends, knowing and understanding each other well, again feeling united or having a good friendship. In relation to the football world championships in Germany other things might be implied. The slogan might e.g. be intended to express uniting effects of football. Since Germans are not necessarily perceived as a good host - German stereotypes include impoliteness, directness and being unfriendly- the slogan may be intended to show that Germans can be good hosts, as the interview with the marketing agency also revealed. Since we know now that target group of the slogan is the German population, we can also ask whether it is intended to appeal to the population in Germany to be hospitable in a disciplining way.

Analysis concluding can not reveal definite aspects which go much further than what the marketing agency stated. It seems, however, that the meaning of the slogan strongly depends on connotations with the single nouns of the slogan. The wide variety of connotations and

interpretations of the slogan let me assume that it is able to take on many meanings, depending on its context and its interpreters. The Newspaper headlines I have cited in the introduction support this hypothesis.

Claude-Lévi Strauss was the first to explicitly investigate the phenomenon of words which are able to carry various meanings. He called these words floating signifiers. The term floating signifier refers to a word or a term which is empty in itself and only becomes meaningful in certain contexts (Lechte: 1994, p.72). Due to the observations regarding the semantic structure of the slogan “Die Welt zu Gast bei Freunden” and revealing that all its meaning seems to depend on connotations and context, I want to propose that the slogan as a whole is a floating signifier. In order to support this assumption, in the following I want to analyse an example in which the slogan was used. I will focus on the question which purposes it serves in the context of a speech by FIFA president Joseph Blatter. I will especially look at the first section of the speech since here the slogan is employed. I have chosen to focus on a speech, since I assume that in this context there is no doubt that meanings are intentionally produced to influence audiences, as stated in the introduction, in the struggle about power and influence. Analysis attempts to reveal whether this assumption applies. As mentioned above, I will structure my analysis according to categories Van Dijk introduced for analysis.

3.2. Application of the slogan in the FIFA WM 2006 Welcoming speech by Joseph S. Blatter

The welcoming speech of the world championships by Joseph S. Blatter, the president of the FIFA, was published on the official FIFA world cup 2006 website⁶. Access to this medium of communication is very restricted for text producers, whereas it is available in more than six different languages, which makes it a platform for a very large audience. During the first period of the championships, the speech could be read on the opening page of the website. Joseph S. Blatter has access to this medium since he is in a very prestigious position, being the president of the FIFA. Institutional power grants him access to this medium for communication. The genre of this discursive event is a speech. Speeches can as well only be held from people who are in a relatively powerful position.

Joseph Blatter speaks as the president of the FIFA and he seems to strongly identify with the organisation, which becomes apparent in several paragraphs, e.g. paragraph four, “wir bei der

⁶The official site for the 2006 FIFA World cup Germany. URL: <http://fifaworldcup.yahoo.com/>.

FIFA". However, in other parts of the speech it is not as clear what is meant by 'we'. Blatter might intend to create a feeling of unity by assigning 'we' to all football fans in general, and positioning himself amongst them: "..., welche wichtige Rolle der Fußball in **unserem** Leben spielt. Dem Deutschen Fußballbund gebührt für die unermüdliche Arbeit und die Beteiligung von Menschen aus allen Lebensbereichen an dem Großereignis **unsere** Anerkennung." It is not quite clear, however, who Blatter means by 'our'. In the first sentence he might mean football fans in general, but in the second sentence this assumption can be only made due to the broad context of the paragraph. The ambiguity of the 'we' leads to another point. Who is meant by 'our' or 'we' would be clear, if we had a clear addressee. This is not the case. Blatter at no point directly refers to a specific audience, and only once in the end of his speech he directly addresses an audience: "Ich werde die große Ehre haben, Sie alle bei der Weltmeisterschaft als Freunde begrüßen zu können." Subsequently, we need to assume who might be the intended target group or 'ideal reader'. The concept of the ideal reader refers to an assumed audience which interprets what is said in the 'right', i.e. in the intended way (Fairclough: 1998, p.52f). Knowledge about the ideal reader is important in order to reconstruct how a text positions its interpreters and in this way tries to influence societal structures or the way they are perceived. In case the position of the ideal reader is not negotiated or opposed by an audience, a text has been successful in positioning it in its intended way (Fairclough: 1998, p.52f). Due to the place of publication of this speech, the official FIFA website, the ideal reader is probably some person from any country who is generally interested in football and the championships. This speech, however, needs to be seen as developed for marketing purposes, since it was published in advance of the championships on the official FIFA website. Therefore, it probably also tries to persuade possible critics to support the championships or to visit them. Blatter positions himself as the president of the FIFA, an honourable organisation which he pretends to fully support and identify with, and as a football fan who is not different from any other football fan in this world. His support of the FIFA becomes apparent e.g. in the sentence "Diese tollen Leistungen sind der Lohn für die Anstrengungen der FIFA im letzten Vierteljahrhundert, (...)". Blatter pretends to support and identify with the FIFA in order to underline his authority and credibility as a private person and as a member of the organisation he works for.

The audience is, for a long time, no positioned at all, but it seems to be assigned the role of a football fan who is keen to experience the championships and who favours the organisation FIFA. We can see this and the fact that this position is presented as a desirable one, e.g. in the

sentence: “Ich werde die große Ehre haben, Sie alle bei der Weltmeisterschaft als Freunde begrüßen zu dürfen.” The sentence implies that it is honourable to visit the championships.

We can see, in conclusion, that Blatter tries to emphasise his authoritative position in order to convince his audience that visiting the world championships is worthwhile. Whether this is only done for marketing purposes and which role the slogan plays in this context needs to be further investigated. Therefore, I will now analyse parts of the speech in detail. I put strongest focus on analysis of the first section of Blatter’s speech, since this is the section where the slogan is directly referred to:

“Willkommen zur FIFA Fussball-Weltmeisterschaft Deutschland 2006™”

- 1 17 Jahre nach dem Fall der Berliner Mauer wird das wiedervereinigte Deutschland die ganze Welt willkommen heißen. Unsere Freunde in Deutschland werden im Jahr 2006 Fussballfans aus aller Welt begrüßen, ganz im Geiste des tollen Slogans der Organisatoren: Die Welt zu Gast bei Freunden.
- 2 Das größte Fussballturnier der Welt wird in einem Land stattfinden, dessen Symbolik weit über die Grenzen des Sports hinaus reicht. Man denke nur an den Triumph Deutschlands bei der FIFA Fussball-Weltmeisterschaft 1954 in der Schweiz, der die Rückkehr des Landes in die internationale Staatengemeinschaft auf eine Weise besiegelte, wie sie schöner kaum vorstellbar war.
- 3 2006 bietet sich den Deutschen die Möglichkeit, mit einer ganzen Reihe von Klischees und vorgefassten Meinungen über Deutschland aufzuräumen. Die Welt wird sehen können, was für ein wunderbares Land Deutschland tatsächlich ist: die Schönheit und Vielfältigkeit der Landschaft, das reiche kulturelle Erbe und nicht zuletzt die Freundlichkeit und der Humor der Menschen.

What strikes out in this section is the accumulation of positive lexical items. There are numerous positive adjectives and nouns: toll, schön, wunderbar, reich, Freunde, Triumph, Schönheit, Vielfältigkeit, Freundlichkeit, Humor. We can not find any noun which clearly implies negative connotations and only one adjective “vorgefasst”. This adjective, however, does not relate to the host nation Germany but to the opinions towards the country. It is intended to devaluate negative opinions or clichés in this way. Many of the positive nouns are based on the slogan “Die Welt zu Gast bei Freunden”. Blatter mentions, e.g. „(...) die ganze Welt willkommen heißen“, “unsere Freunde in Deutschland”, “Die Welt wird sehen können”, “nicht zuletzt die Freundlichkeit (...) der Menschen”. The fact that he uses the noun „die Welt“ several times leads us back to the question who is meant by „die Welt“, which I already posed when analysing the slogan itself. I came to the conclusion that “die Welt”, having many

possible associations, contributes to the ambiguity of the slogan, which on the whole can be seen as a floating signifier. We can see here that this ambiguity is further exploited in this speech. The words of the slogan are used several times in different contexts. As assumed in the analysis of the slogan itself, using the expression “die Welt” furthermore proposes that every single person in this world is a football fan and that everybody will visit Germany or will at least pay attention to the championships. It therefore expresses some kind of uniting effect of football. In the last paragraph of the speech, „Freunde“ is implemented again, but with another connotation: „Ich werde die Ehre haben, Sie alle bei der Weltmeisterschaft als Freunde begrüßen zu können.“ This time, not the Germans are presented as friends, but Blatter’s audience. The words from the slogan have a high functionality. They can stand alone, without, however, losing their ability to remind of the slogan when they appear. The accumulation of positive lexical items in the first section of the speech clearly shows that Blatter intends to present the host country Germany in a very positive light. The structure of the third paragraph of the first section supports this suggestion. Blatter deals with negative clichés in this paragraph. He mentions these clichés, however, in one sentence only. In the following three lines, he lists positive characteristics of the German nation. According to Van Dijk (1993: p.35), this variation in degree of specificity is as well a semantic move in order to support ‘our’ good properties. In the method section of my paper I explained that power in discourse according to Fairclough take on the form constraints (1989, p.74). In this paragraph, we can see how constraints on passive access work. Opponents of Blatter’s opinion are only granted one sentence in the whole speech, followed by a list of counterarguments. Hence, what we can see here is that Germany is presented in a very positive light and, amongst others (e.g. beautiful nature and rich cultural heritage), similar characteristics as in the slogan, such as friendliness and hospitality, are emphasised. We can see how the slogan and parts of the slogan are exploited to support this message. The question remains, however, which function emphasising the positive characteristics of Germany and its population serves, and whether this is Blatter’s only concern. A closer look at paragraph three indicates a different tendency. It reveals that devaluating bad opinions and stereotypes about Germany is not the only function this paragraph serves. The sentence “2006 bietet sich den Deutschen die Möglichkeit, mit einer ganzen Reihe von Klischees und vorgefassten Meinungen über Deutschland aufzuräumen“, first of all, proposes that there are such stereotypes about Germany. Secondly, this is a passive sentence which covers the agent. *Who* offers Germans the chance to deal with clichés and presuppositions? The only agent possible is the FIFA, since it was their choice to organise the 2006 championships in Germany. Transformed into

an active sentence it would probably be “2006 bietet die FIFA den Deutschen die Möglichkeit, mit einer ganzen Reihe von Klischees und vorgefassten Meinungen über Deutschland aufzuräumen.“⁷Hence, Blatter implicitly emphasises the good characteristics of the FIFA and the gains of a country from cooperating with the institution. This shows that Germany is presented in a very positive light at this point in order to emphasise the good properties and actions of the FIFA itself. This view can be further supported by the second paragraph of this section. Here, the FIFA world cup is presented as having global political significance, since it “[besiegelte] die Rückkehr Deutschland in die internationale Staatengemeinschaft auf eine Art und Weise, wie sie schöner kaum vorstellbar war”. Another interesting aspect I want to point out in this paragraph ist that its first sentence is not coherent: „Das größte Fussballturnier der Welt wird in einem Land stattfinden, dessen Symbolik weit über die Grenzen des Sports hinaus reicht.“ It is not clear, what the ‚dessen‘ or ‚which‘ refers to in this sentence. Syntactically it refers to the country. This raises the question, why the symbolic of a country exceeds the sport. It seems that this sentence does not make any sense at all, but only plays with signal words such as ‘symbolic’ and ‘the biggest football tournament’. The sentence is intended to mark the beginning of the paragraph on football history. A lack of coherence might indicate that the symbolic of the setting of the world cup is not the most important issue of this speech, but that there are more important issues such as the FIFA itself. To find further support for this hypothesis that the FIFA itself is a very important issue in this speech, I have investigated the superstructure of the speech as a whole. Van Dijk (1993, p.307ff) suggests that analysis of the superstructure of a text, such as argumentation and the way topics are set up, can provide valuable information on the exercise of dominance and positions which are taken on by the producer.

Blatter addresses four aspects in his speech. First of all, he talks about the German nation in general and as the host for the championships. Secondly, he addresses thanks and acknowledgements to the contributions Germany has made for the championships. Thirdly, he gives a brief outline of WM history, and fourthly, he emphasises the contribution of the FIFA towards this positive development. This superstructure might be related to discursive strategies (Van Dijk: 1993, p.310ff). It suggests that most importance is in fact assigned to the contributions of the FIFA, referred to in the last and subsequently most memorable paragraph. Regarding its importance, this section is followed by the first section on Germany, since beginnings also tend to be memorised well. To further investigate the purpose of the structure of the text I want to look more closely at how the single sections are developed. Section one

⁷ Hodge and Kress (1993, 15) dedicate a whole chapter to this topic. It is based on the assumption that transformations contribute to the organisation of reality through language for ideological purposes.

proceeds from mentioning very positive points regarding German history and the importance of football for German history towards slightly negative remarks regarding clichés about Germany and Germans. The positive aspects are, however, mentioned in more detail and in the beginning of the first section. Due to this position they are more likely to be memorised. Section two, which includes thanks and remarks to the big contributions Germany has made for the championships, begins with positive clichés regarding German “Arbeitsmoral” and “Organisationstalent”, moving towards a more specific perspective, emphasising positive characteristics and contributions of the German organisers, namely the group around the DFB president Gerhard Meyer-Vorfelder. This procedure from the general to the specific is interesting. Whilst at first, Blatter mentions that the whole country deserves acknowledgements; it puts the strongest focus on only one actor, who is important for the FIFA itself. Mayer-Vorfelder has been member of the FIFA executive committee from 1992 until 1998 and from 2002 onwards⁸. A closer look at section three which deals with the history of the WM also reveals some interesting facts. Again we can see procedure from the general (in this case, historical background) towards specific aspects of the championships today in relation to the historical background. By structuring this section in this specific way it seems that history is referred to in order to repeatedly emphasise the positive characteristics of the championships 2006. Interesting as well is the fact that the history paragraph is the longest paragraph in the whole speech, which supports the assumption that it might be employed as important proof for the benefits of FIFA and world championships. Additionally, in this section repeatedly an actor with great importance for the FIFA is referred to. Franz Beckenbauer is vice president of the DFB and member of the organising committee of the championships 2006. He received several FIFA awards⁹. The last section, which deals with FIFA contributions, is the shortest section. At the same time, however, it is positioned in the most memorable part of the speech. Again, procedure goes from general (FIFA contributions) to the specific (lets celebrate this WM together). It seems that by placing the contributions of the FIFA in front of the appeal to celebrate together does not mean that it is less important. Analysis of the superstructure shows that most emphasis in this speech is put on single actors of the FIFA and the FIFA itself, since these aspects are always positioned at the end of sections and are referred to three times (Beckenbauer, Mayer-Vorfelder, the FIFA itself). It seems that by not mentioning the contributions of the FIFA at the very end of the speech, the most important point, the contributions, importance, relevance and characteristics of the FIFA

⁸ Gerhard Mayer-Vorfelder. Wikipedia. URL: http://de.wikipedia.org/wiki/Gerhard_Mayer-Vorfelder.

⁹ Franz Beckenbauer. Wikipedia. URL: <http://de.wikipedia.org/wiki/Beckenbauer#Auszeichnungen>.

are transmitted in a strong, but more subtle way. It seems that the final appeal intends to hide the mayor purpose of the speech.

Based on the analysis of the superstructure I suggest that in his speech, besides advertising the Championships, Blatter mainly intends to emphasise the contributions and good characteristics of the FIFA. Secondly, by emphasising the good characteristics of the German host nation in section I, he seems to justify the decision of the FIFA for setting the Championships 2006 in Germany and points out how well the FIFA judged and decided. This conclusion provides support for Van Dijk's "ideological square"¹⁰. It seems that Blatter's main intention in this speech is to emphasise the good properties of the FIFA. Analysis has shown that there are no bad properties of the FIFA or of the championships mentioned at all. Only once we find a negative statement regarding stereotypes about Germany, which is, however, only referred to for the devaluation of critique.

4. Findings/ Discussion

The analysis of the slogan "Die Welt zu Gast bei Freunden" focused on the questions which intended and which underlying meanings this slogan transports, how it was employed and which effects it had on discourse and society in Germany. Regarding the frequent use of the slogan in various contexts such as media and speeches referring to different issues I hypothesised that it can be interpreted in several ways and that it may be able to transport various meanings. I also assumed that a new hospitality and friendliness discourse may have been introduced in order to influence the German society. I found that by its producers, the Munich marketing agency Abold, and André Heller, the art and culture director of the FIFA football championships 2006, the slogan was geared towards the German society, especially the tourism sector, and that it was intended to transport a message of friendliness and hospitality. By critically analysing the slogan itself I was able, however, to find support for the hypothesis that this is not the only meaning conveyed. I came to the conclusion that due to the lack of a verb the slogan can in fact be interpreted in various ways, since its meaning depends on associations with the nouns "Welt", "Gast", and "Freunde". According to Claude-Lévi Strauss, we may term the slogan a floating signifier.

Analysis of the slogan itself, however, was not sufficient to prove this hypothesis, and it was not able to reveal anything about the effect of the slogan on discourse and society. Critical

¹⁰ see chapter 2. Theory and Methods

analysis of a speech by the president of the FIFA, Joseph Blatter, has shown that in this context it is in fact employed for purposes other than transporting the message of a hospitable host nation. Even though in the speech the slogan is interpreted similarly to what the agency stated, it is employed for Blatter's personal purposes.

Analysis of the speech supported Van Dijk's ideological framework¹¹. It revealed that the slogan "Die Welt zu Gast bei Freunden" is referred to in order to draw a positive picture of Germany to function in supporting the FIFA in its choice to set the championships 2006 in Germany. Blatter refers to the slogan and creates a positive picture of Germany to emphasise the positive properties of the FIFA and of himself. Subsequently, analysis has shown how an influential organisation, the FIFA, and its president, Joseph S. Blatter, try to support their influential and powerful position by subtle means in what we may according to Fairclough call a struggle for power within and behind discourse, i.e. in this case the ability to judge over football and the championships. I analysed discursive strategies according to Van Dijk such as access, agency and lexical items in order to find support for these findings. Especially analysis of lexical items employed in the speech has shown that Blatter refers to the slogan various times in different contexts in order to support the positive properties of the FIFA. This subtly infers that the FIFA deserves its influential position and that everything the organisation does is right and for good purposes. Van Dijk refers to this as the concept of hegemony (1993, p.302). Hegemony refers to a situation where "the minds of the dominated can be influenced in such a way that they accept dominance" (Van Dijk: 1993, p.302)

Thus, we can see how the slogan functions in social reproduction in this speech in two ways. Firstly, in supporting the national friendliness and hospitality discourse assuming and influencing a hospitable German society. Secondly, in supporting the position of the FIFA. According to the superstructural setup of the text I want to suggest that the latter is the more important function.

In addition to these findings, one could hypothesise that we observe a transformation of discourse. As mentioned in the introduction, stereotypically, Germany has often been perceived as an unfriendly nation; discourse about Germany and the Germans therefore implied this notion. Now we may see that this way of talking and thinking about Germans has changed since this friendliness discourse has become a part of discourse about and in Germany.

The speech is, however, only one example of application of the slogan, which mainly shows how it can be exploited for personal purposes, and even the analysis of the speech has been

¹¹ see chapter 1, page 5. The framework suggests that discourse always functions in emphasising ,our' good properties whilst emphasising ,their' bad properties.

far from exhaustive, since it mainly focuses on the way the slogan is implemented. Further analysis of other speeches, texts and contexts of the slogan is needed in order to reveal impacts especially on the German society and on discourse in and about Germany. With analysis of one speech and by shortly describing various examples, in which the slogan was employed, I was only able to exemplify that “Die Welt zu Gast bei Freunden” is a floating signifier and that it was employed in order to fulfil personal purposes in the struggle for authority. I was also able to show how a new ‘friendliness discourse was created and that it had an impact on the way Germany is talked about. To deepen this understanding and verify my findings critical analysis of more texts or issues is necessary in order to, as Fairclough states, make out systematic tendencies (Fairclough: 1989, p.54). How strong the impact of the slogan and the advertising campaign was, subsequently needs and deserves further analysis. It may reveal interesting aspects regarding the friendliness and hospitality discourse in and about Germany. Critical discourse analysis may moreover examine how deep the impact of carefully composed slogans, distributed via mass media, can be in general. Specifically, critical discourse analysis may contribute to answer the question whether the slogan “Die Welt zu Gast bei Freunden”, was able to change the way Germany and Germans are perceived as well as the way Germans talk, act and think about themselves.

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Appendix

The Slogan



Source: Straße.NRW. Retrieved June 26, 2006, from <http://www.strassen.nrw.de/img/pi-051220-01a.jpg>.


Grußwort von Joseph S. Blatter

"Willkommen zur FIFA Fussball-Weltmeisterschaft Deutschland 2006™"

- 1 17 Jahre nach dem Fall der Berliner Mauer wird das wiedervereinigte Deutschland die ganze Welt willkommen heißen. Unsere Freunde in Deutschland werden im Jahr 2006 Fussballfans aus aller Welt begrüßen, ganz im Geiste des tollen Slogans der Organisatoren: Die Welt zu Gast bei Freunden.
- 2 Das größte Fußballturnier der Welt wird in einem Land stattfinden, dessen Symbolik weit über die Grenzen des Sports hinaus reicht. Man denke nur an den Triumph Deutschlands bei der FIFA Fussball-Weltmeisterschaft 1954 in der Schweiz, der die Rückkehr des Landes in die internationale Staatengemeinschaft auf eine Weise besiegelte, wie sie schöner kaum vorstellbar war.
- 3 2006 bietet sich den Deutschen die Möglichkeit, mit einer ganzen Reihe von Klischees und vorgefassten Meinungen über Deutschland aufzuräumen. Die Welt wird sehen können, was für ein wunderbares Land Deutschland tatsächlich ist: die Schönheit und Vielfaltigkeit der Landschaft, das reiche kulturelle Erbe und nicht zuletzt die Freundlichkeit und der Humor der Menschen.
- 4 Was die geradezu legendäre deutsche Arbeitsmoral und das Organisationstalent angeht, kann ich nur bestätigen, dass diese Eigenschaften tatsächlich vorhanden sind und mehr denn je gepflegt werden –auch wir bei der FIFA lassen uns gerne davon beeindrucken.
- 5 Aufwand und Kosten für die Veranstaltung eines Weltturniers sind außerordentlich hoch. Daher reicht die finanzielle Unterstützung durch die Bundesregierung nicht aus. Auch die Bundesländer und die Spielorte müssen gewaltige Anstrengungen unternehmen. Ich möchte mich an dieser Stelle herzlich bei allen Menschen bedanken, die sich schon jetzt mit großer Begeisterung und viel Einsatz dafür engagieren, dass die

FIFA Fussball-Weltmeisterschaft Deutschland 2006™ ein großer Erfolg und ein denkwürdiges Ereignis wird.

- 6 Die Anstrengungen von heute werden morgen reiche Früchte tragen. Fussball wird 2006 in Deutschland in zwölf brandneuen oder vollständig modernisierten Stadien gespielt. Die gesamte Bevölkerung Deutschlands wird von den verbesserten Verkehrs- und Infrastruktureinrichtungen profitieren.
- 7 Schon jetzt stehen unzählige Fussballvereine, Schulen und Menschen im ganzen Land begeistert hinter der WM und beweisen so ein weiteres Mal, welche wichtige Rolle der Fussball in unserem Leben spielt. Dem Deutschen Fussball-Bund gebührt für die unermüdliche Arbeit und die Beteiligung von Menschen aus allen Lebensbereichen an dem Großereignis unsere Anerkennung.
- 8 Überraschend kommen all diese Dinge allerdings nicht, denn mit dem Deutschen Fussball-Bund und seinem Präsidenten, meinem guten Freund Gerhard Mayer-Vorfelder, steht eine Organisation hinter dem Ereignis, die mein uneingeschränktes Vertrauen genießt und ohne jeden Zweifel in der Lage ist, ein Turnier zu organisieren, dass mindestens genauso perfekt wird wie das von 1974.
- 9 Wie Mexiko, Italien und Frankreich zuvor richtet nun auch Deutschland seine zweite FIFA Fussball-Weltmeisterschaft aus. Bei der ersten stand am Ende das Bild des überragenden Franz Beckenbauer, der als Kapitän der Siegermannschaft den FIFA WM-Pokal in die Höhe reckte. Heute ist eben dieser Franz Beckenbauer Präsident des Lokalen Organisationskomitees. Doch das Turnier, das jetzt vorbereitet wird, ist schon allein von den Dimensionen her etwas ganz anderes als das vor knapp 30 Jahren: 1974 nahmen nur 16 Mannschaften an der Endrunde teil, darunter auch die jetzt nicht mehr existierende DDR, und Zaire - damals der einzige Vertreter des afrikanischen Kontinents. Die Mannschaft aus Zaire kassierte 14 Tore und konnte kein einziges erzielen.
- 10 Das Turnier 2006 wird eine völlig andere Geschichte werden. 32 Mannschaften werden die Qualifikation erfolgreich hinter sich gebracht haben, darunter allein fünf Teams aus Afrika, die alle heute auf einem viel höheren Niveau spielen. Man denke nur daran zurück, was die Mannschaft des Senegal beim FIFA-Weltpokal Korea/Japan 2002™ erreichte! Das gleiche gilt übrigens auch für die asiatischen Mannschaften, die im vergangenen Jahr einen Halbfinalisten stellten, was 1974 noch völlig undenkbar gewesen wäre.
- 11 Diese tollen Leistungen sind der Lohn für die Anstrengungen der FIFA im letzten Vierteljahrhundert, die Länder der Welt im Fussball so zu fördern, dass sie auf dem gleichen Niveau miteinander konkurrieren. Ich werde die große Ehre haben, Sie alle bei der Weltmeisterschaft als Freunde begrüßen zu können. Wir freuen uns darauf, bei der FIFA Fussball-Weltmeisterschaft Deutschland 2006™ den Fussball zu feiern!

12 
Joseph S. Blatter
FIFA Präsident

Source: <http://fifaworldcup.yahoo.com/06/de/d/fifa.html>.

Reflection

I found the analysis of the slogan “Die Welt zu Gast bei Freunden” very interesting for several reasons. It showed me how important paying attention to slogans like this is, which are frequently used and distributed via the mass media. As the interview with the marketing agency showed, this slogan was meant to influence society in creating a friendly and hospitable atmosphere. Other slogans, such as “Kampf gegen den Terror” are probably also intentionally implemented and discourse analysis might be a good means in order to analyse their effects. Furthermore, I deepened my understanding of how to use discourse analytical methods, even though I sometimes felt lost in the huge amount of readings on different analytical methods and theories. I am not sure whether I was right in the methods I chose or whether somewhere I might have found more appropriate tools. This, in my opinion, was the most difficult part of my work.

I would have also liked to discuss my work more with my research group I prepared the presentation with. Due to other exams, assignments etc. we were not able to discuss our work before handing it in. This would have probably been very useful. Comparison might have helped us in deepening and confirming or disconfirming aspects of our findings. With my paper, the problem was that I could only focus on one example of application of the slogan, which did not enable me to make general statements on its impact on discourse. Comparison would have been very helpful in this respect. It would have been also helpful for the section on analysis of the slogan. Since it so highly depends on interpretation, interpretations by other people would have been also helpful to draw upon.

Eigenständigkeitserklärung

Ich versichere hiermit, dass ich die vorliegende Seminararbeit mit dem Thema:

"....."

selbstständig verfasst und keine anderen als die angegebenen Hilfsmittel benutzt habe. Die Stellen, die anderen Werken dem Wortlaut oder dem Sinn nach entnommen wurden, habe ich in jedem einzelnen Fall durch die Angabe der Quelle, auch der benutzten Sekundärliteratur, als Entlehnung kenntlich gemacht.

Ort/Datum Unterschrift