

## **The Perils Unveiled: Discourse on Cancer; A CDA of Research Articles and Medical Associations Recommendations**

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**Abstract:** *Critical Discourse Analysis (CDA) is an interdisciplinary approach to studying the relationship between language, power, and society. The study discussed the medical discourse in research journals and associations in their recommendation sections for prescribing diets for cancer patients. A total of 10 research articles and 8 associations' recommendations were made part of this mixed-method research by using the random sampling technique. The research provided discourse analysis of the recommendation sections by applying van Dijk's macrostructure model so that discourse could be observed by observing selection, deletion, and generalisation in the research journals and associations. AntConc and Excel were also used for the analysis of data obtained from articles and other web documents. Text from the articles was entered into a notepad file and then AntConc was used to generate a keyword list for the research. Microsoft Excel was used for the analysis of the data and the graphical representation of the data by drawing graphs. The results of the study showed that the discourse was manipulated in journals and associations, but the frequency and intensity of the manipulation varied among journals and associations. The results also provided details about the methods used for manipulating discourse in the recommendations of journals and associations for cancer patients and the reasons for doing so by the responsible organisations.*

**Keywords:** *cancer patients, critical discourse analysis, macrostructure model, medical discourse, van Dijk*

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### **Introduction**

The field of social science has established conversation, discourse, and text as key subjects of research in the last few decades. The linguistic turn has

introduced new methods of discerning relationships between social reality, language, and language use, among other things. Social psychology, feminist studies, communications studies, organisational theory, and, more lately, medical education are all influenced by this. Scholars emphasise the relevance of language and discourse in each case for a thorough understanding of social processes. Dijk's (1980) prominent text on macrostructures best captures a universal grasp of text structure. The macrostructure of a text is a set of assertions that expresses the text's overall meaning. They can be communicated in a variety of ways, including topical words or sentences, summaries, and short paragraphs. The macrostructure of a text is determined by applying the four macro rules to it: Deletion is the process of removing material from a text that isn't necessary for constructing a macro proposal. Selection is the inverse of the same procedure, and it entails choosing information that is significant to the

construction of the text's macro proposition. The process of generalisation is referred to as generalisation. Substituting local propositions with a macro proposition that signifies a more-or-less archetypal series of occurrences is what construction entails.

### **Background of the Study**

A variety of approaches have been published by medical education regarding discourse analysis in recent years, so that research can play a significant role for the well-being of people and societies and can also help with traditional research methodologies (Vaandering & Reimer, 2021). We see this inclination in various studies to take what individuals write or say as explicitly reflective of their beliefs, sentiments, or emotions, and occasionally also as genuine records of events, such as what people have said or done. Individuals speaking or writing at face value is risky from a procedural standpoint; they could be wrong, dishonest, or working to speak or write what they think is predictable of them in

a given setting, but it's especially problematic in studies of discourse aspects of social reality. Some research studies (Collins & Essed, 1992; Fairclough, 2009; Kuipers, 1989; Leipold & Winkel, 2017; van Dijk, 2008) were conducted to understand the discourse being discussed, as these studies provided insight into the meanings discussed by the writers. The studies discussed various discourse models' application to different texts, including books, speeches and other related genres.

The study focused on the application of the van Dijk discourse model to the recommendations provided by medical research articles, especially those that were not funded by any organisation and compared these articles' recommendations with those of the recommendations given by the associations of the diseases, in this case various cancer associations. The study provided detailed discussion regarding the discourse being presented in medical journals and associations'

recommendations section for patients' health.

### **Statement of the Problem**

The synchronisation of material published in research publications and that distributed by medical associations raises a puzzling problem in the field of medical communication, especially when papers lack organisational sponsorship. The goal of this study is to understand and distinguish the subtle differences between the advices offered by these various sources. The main focus is on determining whether the discourse surrounding the recommendations made by professional medical organisations is influenced by or significantly deviates from the recommendations provided in medical journals, thereby having an impact on patient health decisions.

### **Aim of the Study**

The researchers wanted to test the hypothesis drawn by them, i.e., there are differences between the recommendations of articles published in journals and those published by associations on their websites related to

a particular disease. This discrepancy stems from predominant funding sources influencing associations and constraining unbiased recommendations. The research was conducted to test this hypothesis and for this, recommendations from articles and associations were taken and compared based on van Dijk's model of the macrostructure. Furthermore, the purpose of the research was to spread awareness among people and make them aware of not believing anything without proper inspection and facts. The aim was to enlighten individuals about discourse's potential to reveal agendas by delving into backgrounds.

### **Research Objectives**

The objectives of the study are:

1. To inspect the hidden insights of discourse in medical journals and associations' recommendations.
2. To observe the discourse construction variation among journals and associations' recommendations.

### **Research Questions**

The study will be grounded in the subsequent research questions:

- 1) What hidden insights in recommendations from medical journals and associations could impact patients' and healthcare practitioners' understanding and decisions?
- 2) How does discourse differ between recommendations in medical journals and those from medical associations, influencing the perception of medical information?

### **Significance of the Study**

The study's significance rested in its objective to assess disparities between recommendations in research journal articles and those found on cancer association websites. Due to the potential impact of money and sponsorships on the recommendations made by associations, this hypothesis was developed. The study's comparison of the suggestions was done in an effort to identify any biases that might be present in the discourse surrounding

cancer treatment recommendations and to give evidence supporting or refuting this notion. The study also aimed to educate and raise awareness about the value of thoroughly examining the origins and potential biases of information before assuming that it is reliable and accurate. The study aimed to encourage people to critically assess the discourse behind recommendations and to understand the underlying agendas that may be present. Overall, the study aimed to contribute to a deeper understanding of the discourse of cancer treatment recommendations and to promote informed decision-making for individuals.

### **Limitations of the Study**

Every research endeavour has some limitations and the current study is not an exception in this regard. The limitations of the study are:

- The results were obtained from the sample and then extrapolated, assuming that the sample was a true representative of the data.
- The variation could occur in the results because of a larger sample size.
- The sample was collected using limited online resources.

## **Literature Review**

### **Discourse and language**

Critical discourse analysis can be defined as the way of interacting with the text so that inequalities, abuse of power in society, and dominance can be understood in the socio-political culture or context (van Dijk, 2003). It is a misunderstanding that critical discourse analysis remains a method of doing discourse analysis because in critical discourse analysis, all methods from multiple disciplines can be used for the analysis of the text (Reisigl & Wodak, 2008). The prime concern of discourse analysis is the internal structure of transcripts. Halliday established a novel approach for this and named it systemic functional linguistics, as it describes how text should be formed and detained and then what the place of this text is in the social context. So, it can be said that a noteworthy relationship between

language and society can be found in 1992. Fairclough (2009) gave an approach based on the basis that language and social theories would be studied together. Conversation analysis has become the prevailing methodology for studying spoken media discourse and is growing within sociology rather than linguistics. The focus of it is on the structure of conversation to see how conversations are organised and structured and then make comments about the social organisation of conversation through the use of conversation analysis. Scannell (1988) pointed out that the focus of conversation analysis is the interaction within society, which is also known as social interaction, rather than the focus on language usage.

The discursive construction of medicinal marijuana in the news media is examined from a discourse-logical standpoint (Fairclough, 2009), with the ideas of discourse and recontextualization having a critical role. These are "semiotic ways of construing aspects of the universe

(physical, social, or mental) that may be broadly identified with distinct views or perspectives of different groups of social actors," according to this definition (Fairclough, 2009). These are seen as social performances that occur in certain communal fields, or discursive backgrounds, with unique norms and agreements that shape how discourses are created and interpreted in various ways. Discourses are not stationary; they are created and influenced by the social systems around them. This is the result of the interaction relationship between discourses and their surroundings, which means multiple parts in social relationships assimilate elements of one another (Fairclough, 2009). Recontextualization is "the process of moving given elements to new contexts," implying that the transferred component is assigned a fresh frame and may take on new meaning (Reisigl & Wodak, 2008).

### **Discourse and power**

The most important aspect that is mostly focused on in discourse is the communal power of institutions and groups

(Wrong, 1979). van Dijk (2008) defines communal power in terms of control and explains it in a way that if someone poses more or less power, then he will be able to possess more or less control over the acts and concepts of additional groups. The study of discursive supremacy, compositional power, strength, and knowledge formation in social thought has influenced discourse research. As a result, a range of theoretical and institutional traditions have inspired discourse analysis in political science. These patterns are important for the development and communication of political reality privileges, the involvement of people or groups in policy change, and how they position themselves for or against policy change (Leipold & Winkel, 2017). This is because they show whether the right plans and actions in the policy process are understood.

Recent growths in communal strategy analysis, such as the Narrative Policy Framework, have influenced the discursive study of ecological policy (NPF). NPF is not part of the discourse

analysis landscape described in this special issue, despite its name resembling (Roe, 1994) Narrative Policy Analysis. Within this framework, scholars make a clear distinction between their research and post-structural conceptions and techniques, positioning NPF as a rationalist substitute for policy discourse and description research. The goal is to provide a research foundation for "empirical" access to political and social meaning constructions (i.e., structures formed by the study of huge amount of text data), which will add to the "positivist" paradigms that are already used in policy research. The ontological difference between apparent 'positivist' or 'empiricist' and 'constructivist' policy research paradigms turns out to be extremely obvious in their self-positioning and the response of their effort. Even though constructivist thoughts and analysis tools have long influenced policy analysis, due to ontological and epistemological difficulties, attempts to link discourse examination to the 'empiricist' school

are yet rare (Jones & Radaelli, 2015). The authority of dominating groups can be embedded in laws, regulations, conventions, habits, and even a broad consensus, resulting in what Gramsci referred to as hegemony (Gramsci, 1971). It's also worth noting that power isn't always manifested in overtly abusive activities by leading group associates but can also be found in the seemingly innocuous activities of normal life (Foucault, 1980), as in the numerous types of everyday prejudice or racism (Collins & Essed, 1992). Similarly, not every member of a dominant group is more influential than every member of a subjugated group; power itself is specified here for communities overall. Michel Foucault's work is important when considering how power is exercised over the female reproductive body in Western civilization (Rail & Harvey, 2016). Power, according to Foucault, is a result of speech that operates inside daily exchanges between people and institutions, rather than something controlled by specific persons or

organisations and utilised to oppress others (Burr, 2003). As a result, power is inextricably linked to knowledge creation and the ability to define what is considered truth or reality in society. The body is formed by and exists in speech, becoming a fundamental location of power relations when viewed through a Foucauldian lens. "The body for Foucault is not simply a subject of discourse" (Shilling, 2003), but "it constitutes the link between daily behaviours on the one hand and large-scale power organisation on the other". The writer discussed the social circulation of dominant discourses and how these discourses operate to develop and establish capitalism, along with the opposing discourses that criticise it (Chun, 2017). Technology-oriented, patient-centred, uncertain patient and unseen patient discourses were called after them. Patients were frequently perceived as an anonymous group in the technology-centred discourse, and they were passive. Patients' experiences were frequently sought in the patient-centred discourse, and investigators attempted to



comprehend patients' sentiments, physical capacities, and social environment. Patients are unseen to the radiographer or researcher in the unseen patient discourse. They are just seen as organs, symptoms, or diseases (Törnroos & Ahonen, 2014).

### **Discourse and Health**

Discourse analysts have recently focused a lot of attention on a variety of aspects of health communication, such as the interaction between patients and doctors, the textual discourse used in health promotion brochures, as well as the healthiness and risks of everyday life (Brown et al., 2006). Furthermore, health sponsors want to make sense of their actions so that people can understand their relationship to numerous health matters and determine what actions they can take to maintain their health (Jones, 2013). There were contests for the investigation of discourse related to health communication. As pointed out by Jones (2013), when someone usually talks about their health, they are also talking about things like their commitment,

trust, love, money, and politics, which means that they are accomplishing different social actions by communicating about their health. Lastly, text and interaction about health always involve the negotiation of power and expertise between doctors and patients, which is now evolving because the medical system is treating patients more like customers (Tulloch & Lupton, 2003).

Tactlessly, a considerable amount of the literature on medicinal discourse is focused on doctor-patient communication in bio-medical situations, and suggestions for refining the message are often tailored to bio-medical representations of the doctor-patient meeting, such as a "patient-centred" or "bio-psychosocial" method (Cooper et al., 2003; Kuipers, 1989). According to Maynard and Heritage (2005), introducing CA into medical education, "facilitates the bio-psychosocial approach to the interview as well as a more recent emphasis on relationship-centred treatment". Anthropologists are suspicious of the

psychosocial approach as a frequently unsuitable cultural export, for example, into post-war situations, which "merely assigns individuals the position of patient" rather than recognising their tales as a prospective legal testament (Bracken et al., 1995). The conversation of "patient empowerment" may also remain "used... to limit doctors' accountability for their patients' suffering" (Salmon & Hall, 2003). Language ideologies, known as ideological representations of conversation, are just as crucial to examine as therapeutic encounters.

The focus of discourse has perceived a huge change in medicinal practice because of the limits of the biomedical model of illness and health (Sarangi, 2004). Subsequently, instead of emphasising scientific assumptions about medicine, much more importance is given to health communication, which involves patients' voices and perspectives and their narratives about their illness and health. Notions of carnism can elucidate how people are justifying their meat-eating, and such

concepts are related to the elucidation of the confrontation to meet curtailment policies, and these reasons are not just responses of individuals but are themes of societies that share their ideologies (Michielsen & van der Horst, 2022). To address this problem, the study collected data from 3 news articles and over 2700 remarks dispatched in reply to the policy suggestions on Facebook to decrease animal protein ingesting in the Netherlands. A framework of ideological discourse was implemented to enable the identification of ideological ideas through identifying semantics and constructions in the text. The focus of this study was on meat curtailment policy, as the government is planning to reduce the consumption of meat, but some people are resisting this ideology to understand their belief that such was conducted and justifications of these people who are resisting meat curtailment were being studied so that they can be convinced in a better way for their transition towards plant-based diets to save animals for the benefit of the environment. The efficacy of a

ketogenic diet in cancer patients is still absent because of the lack of evidence available (Römer et al., 2021). These diets are very famous but controversial for the treatment of cancer patients. The effect of a neutropenic diet was not linked with the decline in the risk of contamination in neutropenic cancer sufferers and its use should be interrogated (Ball et al., 2019). The pharmaceutical business is under growing strain (Vollmann, 2015), with fewer innovative medications in the pipeline and market pressure to lower costs.

### **Theoretical Framework**

The wider field of critical discourse studies is where Teun A. van Dijk established the sociocognitive approach (SCA). This approach specifically emphasises the cognitive dimensions of both producing and understanding discourse (van Dijk, 2014, 2015, 2018). According to van Dijk (2015), there is no straightforward or linear relationship between discourse structures and social structures. However, discourses operate through a cognitive interface, which

refers to the mental representations of language users both as individuals and as members of a social group. According to Van Dijk, discourse is influenced by social factors and has an effect on the functioning of society. However, the production and understanding of discourse are determined by the cognitive processes, personal knowledge, and common knowledge of the participants.

Discourse can be understood as a mode of social interaction within a given civilization, serving as a means of expressing and perpetuating social knowledge. The influence of both local and global social structures on speech is contingent upon the cognitive mediation of socially shared information, ideologies, and personal mental models held by individuals within the social group. These individuals subjectively interpret communicative events within the framework of contextual models (van Dijk, 2014).

### **Conceptual Framework**

This study analysed the recommendations of journal articles and

medical associations' websites about cancer. The research was done to test this hypothesis and for this, recommendations from articles and associations were taken and compared based on Van Dijk's model of the macrostructure. Furthermore, the purpose of the research was to spread awareness among people and make them aware of not believing anything without proper inspection and facts. The purpose was to educate people and let them know about the discourse and how discourse could lead them to understand the background of any agenda.

## **Research Methodology**

### **Research Design**

The research was a mixed-methods study because the researcher used both quantitative and qualitative approaches to gather data and conduct the investigation. The researcher applied the discourse model of van Dijk to compare the discourse of recommendations by research journal articles with those of cancer associations' recommendations to see the varied discourse between

journals and association recommendations.

### **Instrumentation**

Webdocuments (research articles, websites) were used by the researcher for the data and then the data was analysed by the application of the Van Dijk discourse model and categorised into the categories defined by Van Dijk, which are deletion, selection, generalisation, and construction. The researcher also used AntConc for the generation of keyword lists and Microsoft Excel for the analysis of data, along with graphical representations of data in the form of graphs and tables.

### **Sampling**

A total of 10 research articles and 8 associations' recommendations were made part of this mixed-method research and the researcher used random sampling techniques to gather data for the current research.

### **Data Collection**

A comparison was done by the researcher to understand the difference between the discourse of journals and

associations so that the critical discourse analysis could be done by the application of van Dijk's macrostructure model. The data was transcribed and collected, after which it was analysed by identifying occurrences of deletion, selection, generalisation, and construction. The identified patterns were observed for their role in determining meaning and the overall interpretation of the discourse. This analysis provided insights into the discursive strategies employed so that it could contribute to a deeper understanding of the research questions.

### **Data Analysis**

van Dijk's macrostructure model was utilised for critical discourse analysis in the current study because of its capability to analyse and categorise the discourse patterns in the observed data. This was a socio-cognitive framework that primarily focused on the ways in which language was utilised to convey meanings. This model was categorised into four main categories: deletion, selection, generalisation, and construction. Deletion referred to the

deliberate exclusion or omission of specific information to manifest discourse and selection was the inclusion of particular information while omitting some other information. Furthermore, generalisation was described as generalising specific information in the text, while construction involved the arrangement and organisation of information by using specific linguistic devices to manifest meaning. The study aimed to analyse the discourse data and identify patterns and structures that influence the interpretation and production of text by using this model.

### **Findings**

The results of the study illustrated that associations are missing these things like side effects and promote words like substitute, exercise and significance, which shows that there is a lot of deletion in associations regarding particular things. These keywords suggested that information was being omitted by associations, specifically regarding side effects and better alternatives, whereas this information

was clearly being described by research articles and they also provided better alternatives to the described data. The deletion of information was achieved by using specific linguistic terms and

devices so that cohesion and coherence could be visible in the information and the reader would not suspect any deletion.

## Figure 1

*Comparison of Selection in Articles and Associations*

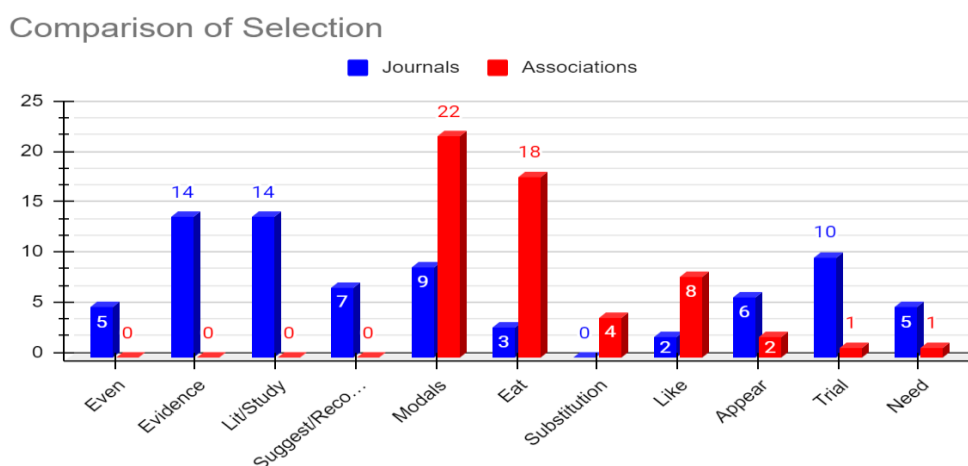


Figure 1 shows that the selection of vocabulary in journals and associations differs a lot, as does the selection of modality, which informs about certainty and uncertainty. In journals, modal verbs that show certainty are used, whereas in general, it is vice versa. In the journal, 57% of modal verbs of certainty were used, whereas in associations, 43% of the time it is done.

The use of modal verbs varied a lot, as shown in the graph, with modal verbs of certainty like “should be” used more in journals, whereas ambiguity was created by the use of uncertain modal verbs in associations. The articles presented information as “*Even though a variety of studies have been conducted in the past, evidence is lacking, even in the most recent controlled trials,*” whereas the

text of the associations varied and stated, “Eat foods that are high in protein and calories: beans, chicken, fish, meat, yogurt, eggs and drinks (milkshakes, smoothies, juices, or soups). If you do not feel like eating solid foods, then you may eat foods that

smell good. Try new foods and new recipes”. It was also observed that the selection of vocabulary varied a lot in journals and associations, as journals provided evidence and suggestions while recommending and associations did not.

**Figure 2**

*Comparison of Generalisation in Articles and Associations*

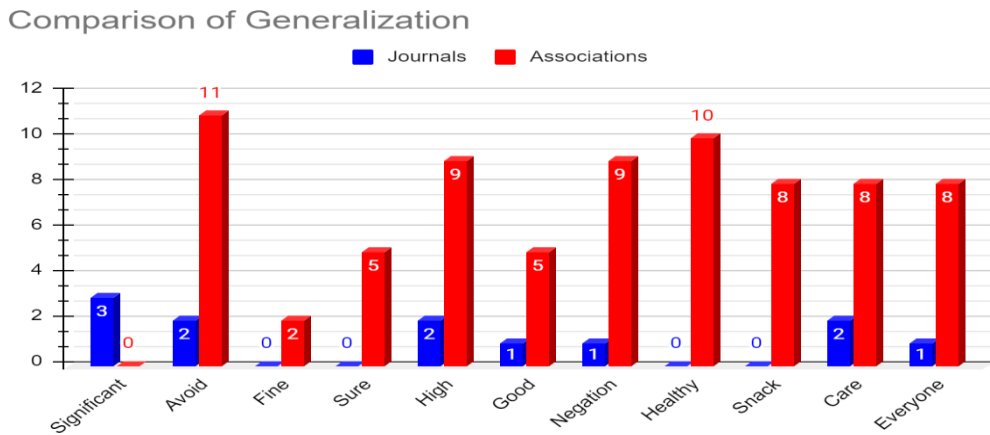


Figure 2 depicts the comparison of generalisation in articles and the text produced by associations on their websites, as it was seen that generalisation was most of the time used in associations as they tried to keep a gap for the brands to promote their products. It was seen that words like good, healthy, snack, and care were most

of the time used in associations, which triggers the mind of the end user to consume products that brands promote by using such words. In associations, 87% of words that represent generalisation were used, whereas in the case of journals, 12% of words were used for this perspective. It was observed during the application of van

Dijk’s macrostructure model that association recommendations were using more general words. “*Eat fully cooked foods; do not eat eggs that are not cooked solid; and do not eat raw fish, oysters, or shellfish. Do not eat or drink unpasteurized foods. Avoid salad bars, fruit bars, and deli counters. Buy vacuum-packed lunch meats rather than freshly sliced meats. Avoid raw nuts. You may eat baked products with these ingredients.*” to create a gap in the understanding of people so that they

could not confine themselves to one thing. The most prominent example of this was the use of the words “good” and “healthy” with the diet, which were not used even a single time in journals, as journals used specific diets like low carb or any other to avoid any generalisation and to give proper recommendations. It was seen from the graph that generalisation was more common in associations’ recommendations than in articles in journals.

### Figure 3

*Comparison of Construction in Articles and Associations*

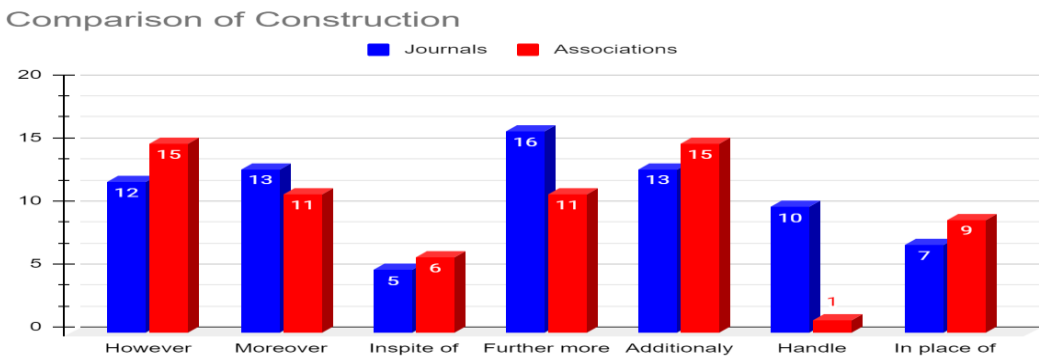


Figure 3 explains the construction of articles and associations. It was seen that cohesion and coherence among ideas were present in both articles and associations. Furthermore, it was

observed that articles expressed some ideas by using proper references and creating cohesion among the ideas. “*Observational and single-arm trial evidence indicates a need for further*



*exploration of acupuncture, coffee, cruciferous vegetables as well as, Larrea tridentata, mushrooms, and vegetable-derived fats and avoidance of eggs, dairy, poultry with skin, processed red meat, and saturated fat,”* whereas in association there was a lack of such details. It was observed that in journals cohesion and coherence were maintained 47% of the time, while for associations, it was 53% in the recommendation section. The construction of the structure was very convincing for association recommendations. *“Eat small meals and healthy snacks often throughout the day. Eat larger meals when you feel well and are rested. Eat your largest meal when you feel hungry. Make and store small amounts of favourite foods so they are ready to eat when you are hungry”* because of the experienced people for

the construction of the text of their websites, whereas those who wrote journal articles were experts related to the medical field because their education was related to the medical field, but their structure was also convincing but not as much in comparison to the associations. It was also observed that there was more cohesion and coherence among ideas in journals than ideas being described in associations. Due to this construction, it was found that the construction of discourse varied a lot in associations and journals, as in associations the discourse was ambiguous so that people could interpret it in their own way and they were not being refrained from anything, whereas in articles that discourse was very clear where evident information was being provided to the people for the safety of their health.

**Figure 4**

*Comparison of Articles and Associations*

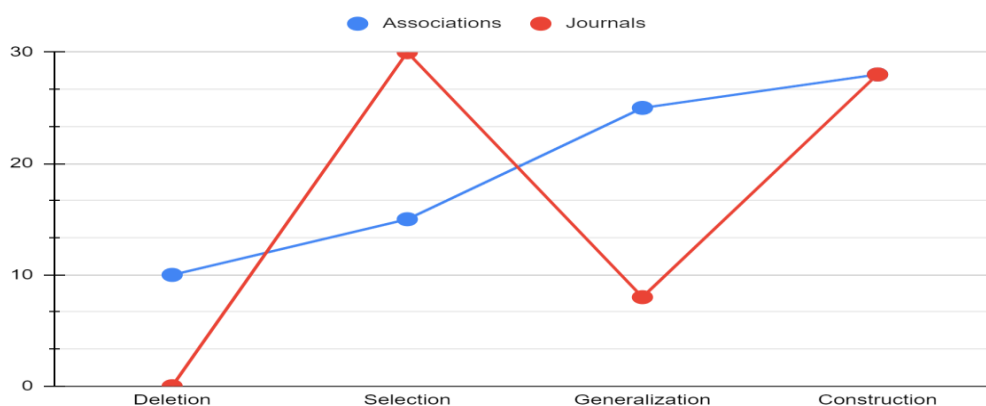


Figure 4 explains the overall application of van Dijk's model, which shows that there was deletion among the material presented by the association, which prevents the end consumer from drawing a macro proposition from this. The selection of vocabulary also differed a lot among both journals and associations, as there were a lot of generalisations in the associations rather than journals for recontextualization. Recontextualization was "the process of moving given elements to new contexts," implying that the transferred component was assigned a fresh frame and may take on new meaning (Reisigl & Wodak, 2009, p. 90). It was observed

that there was a lot of deletion in associations' recommendations; for example, side effects were not described in the research associations. Deletion was also observed in associations regarding the discourse, as it was observed that the selection of discourse was very much changed from journals and due to this selection and construction of the discourse, many important details, like what kind of guy and what was healthy in the opinion of people, were not described in associations but rather presented so that people could interpret discourse in their own way. It was seen that in associations, information was kept

secret so that a gap was maintained, which helped the sponsors of associations promote their products as they were sponsoring and funding the associations. The names of the brands that were sponsoring cancer associations were discussed in the above section of brand names. The construction of both articles and journals was a bit like one another, as both have cohesion and coherence among the ideas, but the use of vocabulary among both differs a lot. In journals, every idea was explained step-by-step, whereas in associations, it was presumed that people knew about something or that associations did not declare complete information.

### **Discussion**

The findings of the study revealed that the keywords showed that associations were missing things like side effects. Moreover, they promoted words like substitute, exercise, and significance, which show that there was a lot of deletion in associations regarding particular things. The keywords showed how different words were selected in journals and associations, as it was seen

that journals have used vocabulary related to the medical field, whereas associations use vocabulary that any person can understand. The results of the study found that variances in vocabulary choice between journals and associations were prominent, notably in the utilisation of modality verbs (Kuipers, 1989). It was observed that journals employed such verbs to convey certainty, while associations often reversed this pattern, emphasising uncertainty. In the comparison of generalisation in articles and associations, it was seen that generalisation was most of the time used in associations as they try to keep a gap for the brands to promote their products. It was seen that words like good, healthy, snack, and care were most of the time used in associations, which triggers the mind of the end user to consume products that brands promote by using such words (van Dijk, 2008). It was seen that cohesion and coherence among ideas were present in both articles and associations. Furthermore, it was seen that articles express some

ideas by using proper references and creating cohesion among the ideas, whereas in associations there was a lack of such things. The construction of journals and associations was a bit different because in journals everything was explained clearly, whereas in the case of associations, an obvious gap was always there so that it was utilised by brands and consumers.

It was observed over time there was a change in the recommendations of the articles and they used a macro rule of selection by giving the history and then discussing the new research. In the case of associations, a very different attitude was observed. Even the recommendations of associations were not aligned with different associations and some even gave opposing recommendations. In articles, deletion was very limited as they provided the necessary information for building the macro proposition. A lot of deletion was observed in the recommendations of associations, as they did not provide relevant information for building a macro proposition but instead just used

generalisation and construction. The approach seen in articles was very different from associations, as in articles previous studies were emphasised, and then recommendations were given by stating that *“evidence was there and also endorsed in this study that evidence was missing, even in the current precise trials about KD for cancer patients.”*

The approach in associations was very different; even the approach of one association was very different from others. Associations mostly adopt macro rules of generalisation and construction and the use of the words “may, and can” was very common in associations' recommendations. In the case of articles, the selection was very obvious, as proper and relevant information was provided for the building of macro propositions. Some associations even used deletion very heavily, as seen in recommendations by the UPMC Hillman Cancer Centre, as they were providing contrasting views than others and it seems that they were promoting brands and endorsing products as deletion was seen as they did not

provide relevant information for building a macro proposition (Fowler, 1997). Some common features, such as generalisation and construction, were seen in both articles and associations. The reason for this was that the articles related to the natural sciences were written for people who have a relevant background, and vice versa for the social sciences. The reason for associations was the data that was mostly consulted by the patients, with knowledge about their diseases and also by physicians who were experts on the diseases.

The reason identified for this was the support of capitalism, which was also described by Chun (2017), due to the globalisation of markets; that discourse was globalised; and the involvement of politics, due to which earning profit at any cost was prioritised. According to capitalism, businesses were made for profits and were controlled by private people, so these private people could not afford losses, due to which associations manipulated the discourse so that they could receive proper benefits and

funding for their support. It could be seen that different organisations supporting these associations had business intentions for such relations, as links were being developed. It could be concluded that due to the influence of the capitalist market, all this was being done by the associations and capitalism, on the one hand, is gaining huge profits and, on the other hand, is destroying people's lives. The reason identified for the manipulation of discourse was materialism, as materialism can be described as the importance of getting a position and ownership of material goods to show that life goals can be achieved (Richins, 2004). It was also shown that materialism could be associated with lower self-esteem, lower well-being and health risks (Dittmar et al., 2014). The organisations, especially different brands, were supporting different associations, due to which these recommendations were being provided by these associations, showing that benefits could be taken from patients and ownership of material things could be increased by these

brands and this manipulation of discourse is done.

In the case of articles, the selection was very obvious, as proper and relevant information was provided for the building of macro propositions. Some associations even used deletion by providing contrasting views from others and it seemed that they were promoting brands and endorsing products as deletion was seen as they did not provide relevant information for building a macro proposition. Critical Discourse Analysis (CDA) is not confined to a singular method within discourse analysis; rather, it embraces diverse methods across disciplines for text analysis. The diet that was being described in the journals was complete in every way and declared every piece of information completely. For example, the ketogenic diet, if described in journals, completely says what to eat and what not to eat, whereas if the same information were being declared by the association, then the association would use ambiguous terms like “you should eat healthily, you should take snacks at

different times,” but not clear terms that indicate that they were bound or restricted in some manner. There was recontextualization among recommendations of associations, as recontextualization was “the process of moving given elements to new contexts,” implying that the transferred component was assigned a fresh frame and may take on new meaning (Reisigl & Wodak, 2008).

### **Conclusions**

The findings revealed that associations hide information because they are bound by their funding agencies, so they cannot fully declare everything and cannot fully give complete prescriptions and restrictions for using something. By observing articles and the material of associations, this hypothesis was proved true, as there were a lot of differences among the ideas being presented in journals and associations. It was evident that associations manipulated discourse in their recommendations in order to help readers understand the information and feel more inclined to use the products that associations were

promoting. The discourse was manipulated by using different techniques like deletion, selection, and generalisation, and it was observed that this manipulation was more frequent in the associations' recommendations than in the recommendations provided by different journals. This manipulation of discourse raised concerns about the objectivity and transparency of these recommendations, which were very crucial for the patients. Furthermore, it was observed that the differences observed in the ideas of journals and associations highlighted the influence of external factors. The use of different techniques in manipulating discourse indicated a deliberate attempt to shape the perception and behaviour of readers. With respect to this, the role of the reader then increased so that he could critically evaluate the information and seek a diverse range of sources for a comprehensive understanding of the topic.

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