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A Critical Discourse Analysis Approach to The Use of Persuasive Language as a Medium of Manipulation in Westerfeld's *Uglies*

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Dedication

This work is dedicated to our nearest and dearest who have been a constant source of knowledge and to all those who inspired us to work hard for the things we aspire to achieve.

Abdeddaim Family

My precious Parents, my father Kamel and my mother Sabah

My dear sisters and brother, Med Said, Asma, and Salsabil

Warm Thanks also for those friends who has been by my side throughout this tough year: Mourad, Yacine, karima, Nada, Zahra, Raouia, Rayan, Macha, Roumaissa

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Abstract

One of the most important aspects in a society with which people are obsessed is beauty. As a result, people change their physical appearances through a process of plastic, aesthetic surgery. This research aims to reveal beauty stereotypes presented in *Uglies (*2005) novel by Scot Westerfeld and to investigate how the government manipulates people to accept the plastic surgery. The society members in *Uglies* are highly oriented towards physical beauty and grouping people based on their physical appearance. The concept of ideal beauty in this story becomes interesting because it can only be reached through a unique imposed way that is to undergo the plastic surgery which is considered as the government's ideology. In this vein, the appropriate method to analyze a coercive ideology or imposed power is Critical Discourse Analysis. Through the application of Critical Discourse Analysis in scrutinizing the discourse of the government in the novel , the results indicate that the government convinces people to do the plastic surgery through manipulating the language by the use of persuasive devices and techniques so that they would not rebel against the government and the prevailing system. Conclusively, it is found that the government has an important role in creating the society's ways of thinking, behaving, and acting.

Key words: Plastic surgery, Manipulation, Persuasive Language, Ideology, CDA

List of Abbreviations

DA: Discourse Analysis

CDA: Critical Discourse Analysis

CL   : Critical Linguistics

CDS: Critical Discourse Studies

STM: Short Term Memory

LTM: Long Term Memory

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General Introduction

"Beauty is in the eye of the beholder", a statement which might have been heard many times, but it seems that it should really say beauty is in the eye of society. So many people are influenced by what society depicts as beautiful. Every year, millions of people spend more and more money to change their physical appearance. The media presents society with unrealistic body types promoting people to look like them .People values each other according to what is presented physically rather than who a person is. Beauty standards themselves have already been shifting over time. Standards of beauty have changed as the time goes by, basing on cultural values that also change over time, "humans who are relatively young, with smooth skin, well-proportioned bodies, and regular features, have traditionally been considered the most beautiful throughout history" (Physical Attractiveness 2015:45)

Scott Westerfeld was born in Dallas, Texas. He graduated from Vassar College with a B.A. in Philosophy in 1985. He, now, divides his time between Sydney, Australia and New York City due to his works. Westerfeld is the author of 20 Novels, which some of them written in a series (Westerfeld, Uglies).In 2005, Scott Westerfeld writes a novel entitled *Uglies* with the object of beauty concept that will be analyzed in this present study with critical discourse analysis theory about the concept of beauty and its stereotypes using critical discourse analysis theory, since this novel mainly discussed about the importance of being beautiful that consists of body modification in order to look pretty and also people's oppression in society.

Uglies novel received two awards which are, New York Times bestseller and Best Books for Young Adults in 2006 by the American Library Association (2006 Best Books for Young Adults with annotations). It was first published in 2006 and re-released in 2011 with a new cover. The book is the first installment of a trilogy, the Uglies series, which also includes the books Pretties, Specials, and Extras.

In *Uglies*, the plastic surgery is a must   where almost all of the people see that this kind of body modification is a very normal thing to do. The purpose of plastic surgery in this novel is just in terms of aesthetic, rather than to enhance the self-expression. Scott Westerfeld once declares in an interview with Simon and Schuster's book newsletter about the inspiration behind the novel. Westerfeld thinks that the future will allow people to have greater control over their appearance and he states

that, "we are heading toward a world in which lots of people will get to decide how they look. That will change what we think of as beautiful and what beauty means to us" (*Uglies* 2005:30). Government chooses body modification as the only way to change the members of society in order to make a society where all the people are physically equal. But beneath it, government wants to control people through a plastic surgery where they will lose their intelligence and make them obedient toward government.

Kristi Scott and Heather Dragoo wrote a social commentary on the Role of Body Modification in Scott Westerfeld's Uglies Trilogy, they comment about the role of body modification in *Uglies*. They state that the world created by Westerfeld in *Uglies* presents an extreme body modification which becomes the norm in a society. In this social commentary, the authors discussed about phenomena of plastic surgery to reach the ideal beauty. The object is Scott Westerfeld's *Uglies* trilogy, which is *Uglies, Pretties,* and *Special*. All of this series consist of a society that sees plastic surgery as the only way to become beautiful so they can be accepted in the society. (Scott and Dragoo2010:2-11)

This novel describes the situation of some teenagers who try to rebel the circumstances because it binds them. Teenager is a term used to mark the change from childhood to adulthood. During puberty, rapid mental and physical development occurs. In teenager stage, the teen is in the process of creating identity and that is why the social oppression can affect their choices in their lives. This novel shows that constructing someone's ideology can be conducted since they are young especially teenagers because this is a stage where they develop their identity. According to Erikson, "Youth will also observe their peers and adults they admire, to develop and improve their social skills... During this process youth will experience both successes and failures along the way as they experiment with different approaches during their interactions with others" (Erikson in Oswalt, Erik Erikson and self- identity.2015). This case leads to some concept of beauty in a society because they construct it and teenagers receive it as they try to imitate the ideal beauty concept.

According to the previous explanation, government has a power to construct the concept of beauty in society. The necessity of being beautiful makes the society

members want to have a plastic surgery in order to be accepted in the society, although it only gives them physical enhance. This ideology is implemented to the society members since they are in young age, which results plastic surgery look like a tradition rather than a compulsion.

In this study, the main purpose is to define the concept of beauty in the novel and how the government manipulates people to have the plastic surgery. According to Scott and Dragoo (2006:10), body modification practices are used to show someone's group identity. Some people want to do body modification in order to get self-satisfaction; they focus more on the process rather than the result. On the other hand, Uglies presents plastic surgery as the only way for someone so they can be accepted in the society. It has no relation with self-satisfaction nor self-expression but it just the matter of the rules that already established by the government.

This study is an attempt to answer the following questions

1. What are the presented beauty stereotypes in the society in *Uglies*?

2. What persuasive devices and techniques are used in the discourse of the government to manipulate its citizens to do the plastic surgery in Westerfeld's *Uglies* 2005?

The current study is based on two subordinate hypotheses

1. The presented beauty stereotypes in the society in *Uglies* novel are: Everyone is ugly before the plastic surgery, the plastic surgery is a must, and the plastic surgery is the only way to be accepted within this society.

2. The persuasive devices and techniques that are used in the discourse of the government to manipulate its citizens to do the plastic surgery are Hyperbole, Flattery, Emotive language,

This research aims to identify properly

- The beauty stereotypes in society presented in Uglies.

- The strategy and text's structures that the government endorsed to manipulate people to do the plastic surgery in Uglies.

The present research allows the study of the relationship between discourse that is defined by Hoeys (1983) as "any stretch of spoken or written language that is complete in itself" (p.05); and ideology that is identified as "perceptions and opinions about social and political realities of societies which aim at truths and generalizations, although they might also contain untruths, half-truth". (FICSHER lexicon der Politik 1995:390)

That is effectively may be achieved through a multi-disciplinary labeled critical discourse analysis. It is naturally interested in power relations, and social injustice in relation to language. To put it in another way, the main target that critical discourse analysis seeks to reach is to reveal how the tacit ideologies are disclosed through language or discourse

Critical discourse analysis does not concern itself merely with discourse, yet on predominance, control, and abuse. That's why CDA's analysts seek to reveal, show, and display how abuse and inequality are enforced in different societies. In other words, CDA links social problems to discourse.

The present study is analytical with the framework of critical discourse analysis chapter. This last consists of an introduction to the general concept Discourse, then to narrow the scope to specify what is meant by Discourse Analysis. So that to inaugurate the notion of Critical Discourse Analysis which is essentially dealing with the study of structures and strategies of the elite discourse and how it is used to manipulate the citizens' thoughts and ideas to make them believe a planned ideology. More accurately, the method requires exploring the structures and the strategies of texts and talk that are used by the elite and the controlling groups. Consequently, the reader discovers the patterns of manipulating a text. Throughout the process of analysis, the focus is shed on the elicitation of persuasive techniques and devices implied by the rolling members to control, impose the plastic surgery ideology. The adopted techniques enrolled during the analysis process are;

Definition of Key Terms

Plastic surgery: a surgical specialty involving the restoration, reconstruction, or alteration of the human body. It includes cosmetic or aesthetic surgery.

Ideology: A manner or the content of thinking characteristic of an individual, group, or culture

Chapter one
Critical Discourse Analysis as an Approach to Inequality Issues

Introduction

This chapter discusses some previous studies concerning the novel *Uglies* briefly. Also it sheds light on brief history and different definitions of Critical Discourse Analysis and its scope. Finally it tackles the ideology and manipulation terms.

I. Background Studies

In a previous study, a dissertation written by Philip Gough titled *"Who am I? Who was I?" The Posthuman and Identity Formation in Scott Westerfeld's Uglies Trilogy* in 31 August 2010 at Roehampton University. Philip Gough uses the Posthuman theory in analyzing *Uglies* trilogy by Scott Westerfeld. Posthuman theory involves some forms of technology that will threaten the survival of humanity. Gough states that human body is often being the topic discussed in this theory, which is modified, invaded or harvested so that it might be integrated with technology that will be used to control or replace humanity. The message in the *Uglies* trilogy is about the technology of plastic surgery which is a must; people get operated only to enhance aesthetic appearance   in order to be accepted in the society.

Furthermore, Gough used the *Uglies* trilogy as the main object which contains Uglies as the first series, Pretties as the second and Specials as the third. He sed the trilogy because each trilogy provides a different process of human transformation into cyborg .According to Gough, the first series told about the main character's journey as she was a human , then in the second series the main character turned into beautiful posthuman, Afterall in the third series the main character finally appeared as a cyborg. In the process of analysis, Gough uses every character in the trilogy novel to find the effects of posthuman. He did not focus on a certain character because his purpose of the study was to find the effects of posthuman toward the people in society that's why he needs to gather the information from any characters presented in the novel.

The second research is written by Michiko Weinmann entitled *Operation Beauty: Discourse of Cosmetic Surgery in Popular Women's* Magazines in Australia, Germany and Japan (2010). This thesis presents the constructed identity and beauty in society through the cosmetic surgery in the syndicated women's magazine Cosmopolitan and Marie, Claire in three big countries: Australia, Germany and Japan.

Weinmann uses the Bauman's theories of liquid society and liquid life to illustrate the wider context on increasingly fluid world, in which cosmetic surgery plays significant role as powerful tool of identity construction (Weinmann,2010: 3). She also uses the Hall's theory and Said's theory of otherness as the supporting theory to find the alignment of one culture identity to another as part of identity construction.

Further research was done by Frith , Shaw & Cheng in 2005. It uses the second wave feminism theory toward women's magazines advertising. In their research, they focused on beauty concept among the society members. They took women's magazines advertising as the main object because advertising has long been criticized by western feminist scholars as a pervasive cultural institution that represents woman in a problematic and often unacceptable way (Kates, Shaw, and Garlock 2005: 33-49) . However, attractive female bodies and sexual stimuli have historically been used in the U.S. to grab the viewer's attention and attempt to lend interest to a product of service (Firth and Mueller 2005)

According to their research, in an age of global media where global versions of women's magazines are becoming available across cultures, it shows the importance to examine in which various races are depicted as "beauty ideals" in global media. The "beauty ideals" also can be found in Uglies, it even describes the physical and facial features of women that are classified as beautiful.

The purpose of The Construction of Beauty: A Cross-Cultural Analysis of Women's Magazine Advertising is to compare the construction of beauty in women's magazine from United States, Singapore and Taiwan to determine whether culture or ethnicity might play a role in how beauty is constructed in advertising. The other purpose is to compare the portrayal of beauty in women's fashion and beauty magazine advertisements from Asia and the United States to help understanding how beauty is constructed across cultures. As a primary data, they used the magazines from United States, Singapore and Taiwan in order to show different races and they also used data from various sources such as books, journals and articles which contain related studies to the topic.

I.   Discourse:

Within the last few decades, discourse raised to become the main interest of linguists and sociologists. According to Oxford Lexico UK dictionary, linguistically, discourse is defined as a connected series of utterances; a text or conversation. While social theory considers it as a main issue with its fields like sociology, anthropology, continental philosophy, and discourse analysis. These fields view discourse as a system of thought, knowledge, or communication which constructs our experience of the world (From Wikipedia, 2018).[1]

The word 'discourse' etymologically is derived from the Latin word 'discursus' which means a 'conversation' (McArthur, 1996); whereas, discourse is literally defined as "a serious speech or a piece of writing on a particular subject". In other words, discourse combines both of the spoken and written forms. However, it may suggest also as "a serious conversation between people" (ibid).

Occasionally, linguists devoted their time to provide a range of denotations of the word 'discourse' Among them Carter (1993) who specifies that discourse may possibly refer to the used types and topics in definite contexts such as political, philosophical discourses. When the word 'discourse' sometimes may denote only what is spoken, the word 'text' is used to refer to what is written. A further denotation appoints that; since a discourse alludes to any occurring stretch of language, then it is contrasted with the traditional concept 'sentence' that is considered as the highest unit of language analysis (Drid, 2010). Consequently, this term is valued as the core of the Critical Discourse approach.

II.   Discourse Analysis

It is a modern discipline that may be examined from many theoretical and methodological perspectives. Appropriately, the academic study of the discourse analysis can be performed from linguistic, anthropological, philosophical sociological, poetical, psychological, historical or even communicative perspective (van Dijk, 1985: 10). This diversity is considered as a positive feature of the field.

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[1] https://en.wikipedia.org/wiki/Discourse (last accessed on 05-03-2021)

Discourse Analysis (henceforth DA) was firstly introduced by the linguist Harris in his published 1952 article 'Discourse Analysis' in which he sees it as a method for the analysis of connected speech or writing, for continuing descriptive linguistics beyond the limit of a simple sentence at a time (Harris, 1952). However, it was an attempt by scholars to provide more intelligible and straightforward definition to remove the ambiguity.

Suitably, Stubbs (1983) Perceives DA as "a conglomeration of attempts to study the organization of language and therefore to study larger linguistic units, such as conversational exchanges or written texts" (p: 01). That is to say, the study in discourse analysis is focused on language in use and language beyond the clause.

The main focus of discourse analysis according to Platridge (2006) is "knowledge about language beyond the word, clause, phrase and sentence that is needed for successful communication" (p: 01). In other words, discourse analysis confirms the existing relationship between language and the social and cultural contexts. This reveals that the discourse analysis is interested in showing how the use of language has an impact on participants and social identities and to explain the existing relationship between these two[1].

As per to Stubbs (1983) discourse analysis is characterized by a set of features that make it different from other linguistic studies since it;

- Seeks to analyze language beyond the boundaries of speech and sentence.

- Focuses on the interrelationship between language and society.

- Scrutinizes the interactive properties of everyday communication. (ibid.)

III.   Critical Discourse Analysis

By the early 1990s, a group of scholars including Gunther Kress, TeunVan Dijk, Foucault, and H.G. Widdowson formulated a cross-disciplinary approach that is based on a set of theories and methodologies to distinguish this standard from those theories and methodologies of discourse analysis. When there was a common consensus to label the concept Critical Linguistics (CL), others preferred to call it

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[1] see The Discourse of the Oppressed Literary Texts: The Case of Langston Hughes' and Maya Angelou's Poems, Discourse Analysis, 2019: 63

Critical Discourse Studies (CDS). This led to a general assert by the discipline pioneers that CDA is an interdisciplinary approach to the study of discourse that considers language as a form of social practice (Fairclough & Wodak, 1997). They assert that there is a firm relationship between the social practice and linguist practice in which they constitute each other, and focus on scrutinizing how the exercise of social power by elites, groups or institutions generates the extended sorts of social inequalities including political, cultural, class, ethnic, racial and gender inequalities.

The critical discourse analysis can be used, as Bloor & Bloor (2007) state by professionals from a variety of backgrounds such as historians, business institutions, lawyers, politicians, etc., to investigate social problems relating to their work. This paved the way for the resurgence of the application of this approach in the last decades to a range of studies (Bloor & Bloor, 2007; Bayram 2010; Jahedi & Abudullah 2012; Parham, 2013; Akogbeto & Koukpossi, 2015;Koussouhon & Dossoumou, 2015, Koussouhon & Amoussou, 2016; to name but a few).So basically, critical discourse analysis is problem oriented, as Wodak (2001) regards it as fundamentally concerned with analyzing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language. Hence, it does not primarily focus on discourse and its properties, but on domination and power abuse, and then examines whether and how text and speech are involved in its reproduction (van Dijk 2009). Accordingly, critical discourse analysts focus on the schemata that should appertain more with the socio-political values and beliefs.

Commonly, the word "critical" denotes the habit of evaluating an object or situation in accordance with a system of rules, principles and values (Locke, 2014). However, the same word "critical" within the CDA standpoint does not have the same common purport that "criticizing" requires being negative, instead, it reveals the analyst endeavor to display power relationships and discursive strategies by the elites to maintain oppression and inequality across different societies.

Even though, van Dijk claims that is it is not easy to precisely delimit the special principles, practices, aims, theories or methods of CDA, certain basic criteria should be marked any scholarly work of the critical discourse analysis paradigm. Those criteria, originally stated precisely by Kress (1990), are taken further by Fair-

clough and Wodak (1997). A number of requirements, as van Dijk proclaims, need to be satisfied so that it can reach the following aims:

- It is problem-or issue-oriented: Once the methodological approach is able to effectively study relevant social problems such as racism, oppression, sexism and many other inequality forms, so it is a relevant approach.

- CDA work is typically inter or multidisciplinary that concentrates on relations between discourse and society. Then it is confirmed, adapting the CDA results to an adequate study of social problems.

- CDA is explicitly a critical approach, position, or attitude of studying text and talk, not a school, a field or a sub-discipline of discourse analysis.

- CDA sheds light on group relations of power, dominance and inequality and how these are reproduced or resisted by social group members through text and talk.

- The work in CDA focuses mostly on the implied ideologies that lead to the reproduction of or the reluctance against inequity, dominance, and abuse.

- CDA concentrate on the strategies of manipulation, legitimation, the manufacture of consent and other digressive methods in order to affect the people's way of thinking, ergo their actions indirectly. For this sake, CDA studies are adapted to uncover, reveal or disclose what is implied and hidden in relation to the enacted dominance or their underlying ideologies.

- CDA studies that seek to disclose the tricky methods of mental influence, social dominance, denote a critical and oppositional attitude against the powerful elites and those who abuse of their power.

- CDA studies sustain an overall perspective of solidarity with controlled groups. (Fairclough 1989, 1992, 1995, Huckin1997, cited in Todoli, et al, 2006, van Dijk 1997, cited in Rahimi, & Riasati, 2011)

Based on the aforementioned criteria, both scholars, Fairclough & Wodak (1997) appropriately stated eight pillars of CDA: (i)CDA addresses social problems; (ii)power relations are discursive; (iii)discourse constitutes society and culture; (iv)discourse does ideological work; (v)discourse is historical; (vi)the link between text and society is mediated; (vii)discourse analysis is interpretative and explanatory;

(viii) discourse is a form of social action (cf. Van Dijk, 1995: 353; Jahedi, Abdullah &Mukundan, 2014:29).

These principles paved the way to Wodak in 2001 to reason that the main target of CDA that is to scrutinize and explore critically social, discursive inequality which is indicated, conveyed, manifested by the use of language. In that regard, Widdowson stated that

"The task that critical discourse sets itself is to discover traces of ideological bias in texts. They undertake this not just as an academic exercise in analysis but as campaign against what is seen to be stealthy undercover operation by those in power to control opinion to their own advantage".

Inevitably, CDA reveals that language is widely used, and abused, as means of control and persuasion and it always aims to investigate the social functions of language, as a way to describe linguistic processes in social terms in order to reveal the ideological and political investments, as Fairclough (1997) proclaims. In other words, doing the critical discourse analysis requires forming a description of linguistic properties that lead to exhibit and surface the hidden ideologies in the discourse under the investigation.

Respectively, Fairclough (1995) provided us with an adequate and perspicuous definition to the critical discourse analysis:

> By critical discourse analysis I mean analysis which aims to systematically explore often opaque relationships of causality and determination between (a)discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power, and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony (p.132-33).

Inevitably, as Meyer opines each research is considered as scientific by means of intelligible methods. Hence considering the critical discourse analysis as a scientific research, entails its drawn range of methods. Referring to its interdisciplinary

nature, so conducting the description of one object under the investigation of CDA seeks to examine it from different standpoints.

Basically, CDA does not rely on unique method rather it shares methods of other disciplines that deal with social groups and structures accordingly as anthropology, sociology, ethnography and ethno methodology, and other disciplines concerning cognitive and social psychology. This leads us to Bloor & Bloor (2007) clarification that the chosen methods and strategies depends mainly on the nature of the social problem exposed and analyst background.

As elucidated earlier many approaches to this discipline have been contended, yet only two methods of the discipline pioneers Fairclough and van Dijk, are going to be mentioned below.

1. *Fairclough's Socio-Cultural Approach*

His approach suggests that the analysis of a text or discourse needs a three-dimensional framework: (a) the linguistic *description* of the formal properties of the text; (b) the *interpretation* of the relationship between the discursive processes/interaction and the text, and eventually, (c) the *explanation* of the relationship between discourse and social and cultural reality.

Fairclough (1989) proclaims that "the exercise of power, in modern society, is increasingly achieved through ideology" (p.108). That is to say, the government intends to impose a certain power or abuse through an established ideology. Constructively, he explains, while selecting a text or a discourse there are a set of embedded and hidden assumptions which are never been accidently or spontaneously chosen. Yet, they may contain ideological effects. Hence, they can generate unequal power relations between social classes, consequently, social problems.

2. *Van Dijk' Socio-Cognitive Approach*

The other CDA scholar Dijk (2006) contributed to this discipline by another approach that mainly compress the social cognition of collectives rather than on the discursive practices. He proclaims that social cognitions are socially shared representations of societal arrangements, groups and relations, as well as mental operations such as interpretation, thinking and arguing, inferencing and learning.

Another significance achievement was made by Van Dijk (2003) is that he made a distinction between two main concepts 'micro' vs. 'macro' which are according to him identified as the two levels of discourse. Respectively, the micro level of the social order is limited by language use, discourse, communication and verbal interaction. Whereas, the macro level is marked by power, dominance and inequality of social groups.

The two adequate approaches are not the only formulated ones in this across-discipline. Other pioneers such as Wodak (1997) set forth another method in accordance to Fairclough and van Dijk that he labels Discourse Historical Approach through which he narrows the focal point on the context, arguing that it is very challenging to study and examine the social problems across different societies.

IV.   The scope of critical discourse analysis

CDA is special approach in discourse analysis that shed the light on the discursive elements, conditions and the result of power oppression by the elite body or institutions. It devotes itself to investigate the discourse in a given society and how are the forms of inequality and abuse are manifested and reproduced or implicitly legitimated in a given text or a talk.

Those who follow this interdisciplinary approach devote their concerns with the use of language for the exercise of socio-political power. The generated principles of this discipline, by its scholars and pioneers, made of it clearly different enough from the other works that require analyzing discourses. Furthermore, the underlined theories, of critical discourse analysis guarantee the analysts exceedingly a clear and adequate view about the methodological approaches that are practical so that they ensure a satisfactory background to the discipline.

The scope of CDA is not merely language-based. Yet its critical perspective capture scholars' attention as well as activists, from various disciplines. Their concern devotes also with detecting patterned mechanisms of the reproduction of power asymmetries. Other studies including anthropology, linguistics, philosophy and communication, may conduct such disposition. (Critical Discourse Analysis, An overview Article, January 2011 Encarnacion Hidalgo Tenorio)

Interestingly, Widdowson argues that "Critical discourse analysis is critical in the sense that it calls into question ideas and assumptions that have become taken for granted as self-evidently valid on the grounds that they actually preserve a status quo which in effect sustains inequality and injustice by privileging the elite and the powerful at the expense of everybody else."

Critical discourse analysis thus assert the actuality that the scholarly enterprise is a part and parcel of social and political life and that therefore also the theories, methods, issues and data-selected in CDA studies are always political.

Despite the facts that, CDA is an infant discipline maturing gradually and the lack of self-critical attitude of its components. This cannot deny the fact that it made a great contribution on the level of developing new approaches which will lead to an adequate scholarly enterprise. Moreover, it intrinsically helps to raise the awareness about how the unequal social conditions are imposed by dominant groups to control a given society through the use of discourse and talk.

V.   Manipulation

As elucidated earlier, critical discourse analysis relies in its implication on a number of methods. Furthermore, there are certain notions of a great value in the critical discourse analysis that needs also to be analyzed theoretically such as manipulation.

It is defined by the discipline pioneer van Dijk socially, as an illegitimate domination confirming social inequality. Cognitively, manipulation as mind control involves the interference with processes of understanding; the formation based mental models and social representations such as knowledge and ideologies. Discursively, manipulation generally involves the usual forms and formats of ideological discourse such as emphasizing our good things, and emphasizing their bad things.

Thusly, we understand that manipulation takes its place by a discourse and a talk and it is applied on human beings through manipulating their minds. Furthermore manipulation can be seen from a social perspective since it is defined also as a form of talk-in-interaction that indirect power and power abuse. So manipulators

intend to force their control over people desires and interests. This gave this term a negative association because it spreads an illegitimate influence over people.

Manipulation would be easily implemented, once people are lacking the adequate resources of information, or may not be aware of the grammatical rules of discourse. Unfortunately, the will lack the sufficient knowledge to reveal the embedded lies and manipulation in the texts and talks. This of course will give the chance to the manipulators (elites) to impose their ideologies on them and creating a given sterotype[1]. It may for instance be easily exercised in a form of pictures, movies or the media (Van Leeuwen, 2005).

Dillard and Pfau, argue that manipulation can exist out of the negative association, to be known as a form of persuasion, since it is legitimate. They made a clear explanation that the core difference between these legitimate manipulations from the other is that the interlocutors in this case are free either to acceptor to be convinced by the manipulator or to simply refuse the persuader. Whereas, the lack of the awareness and the knowledge about the manipulator's underlying bad intentions will make from the recipients victims of the manipulation. An appropriate real instance for this explanation is the manipulation through advertising.

On that account, once powerful speakers may easily influence some of the recipients' minds, the critical discourse analysis intervenes to investigate the ways and methods in which this influence of the peoples' mind is socially illegitimate to apply a given ideology.

In sum and to this regard van Dijk claims that manipulation is a social phenomenon especially because it involves interaction an power abuse between groups and social actors, a cognitive phenomenon because manipulation always implies the manipulation of the minds of participants, and a discursive semiotic phenomenon because manipulation is being exercised through text, talk and visual messages.

Agreeably, a crucial step that would help in analyzing the manipulative discourse is to investigate its social environment. And manipulation itself is character-

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[1] Stereotype: As Asch (1952) stated that "the term stereotype has come to symbolize nearly all that is deficient in popular thinking" (p232). Conspicuously, stereotypes are considered as (mental structures) that are characterized by cruelty and perversion that cause severe problems in social life.

ized by power and domination. An analysis of this power dimension involves an account of the kind of control that is a control of the recipients' minds.

In other words, the appropriate way to influence or control the recipients' minds, social actors (manipulators), according to van Dijk and his protege claim that, it is needed to satisfy personal and social criteria that enable them to influence others in the first place. And there are a range of social conditions of manipulative control that should be taken into consideration in terms of group membership, institutional position, profession, material or symbolic resources and other fact or something that define the power of groups and their members.

That is to say parents for example can manipulate their kids and children due to their power and authority position in the family. Teachers are able also to manipulate their students as they have the highest authority in the classroom. Moreover, politicians and journalists have a great experience in which they may wittly have ideas about how effectively to change the recipients' mind to a specific perspectives. But the fact that should be highlighted is it does not mean that recipients cannot manipulate those who have power i.e. children can manipulate their parent's minds back; even students can manipulate their teachers' and professors' minds. This is not because of their power position, yet due to their personal characteristics.

Basically, manipulating people requires manipulating way of thinking and their minds, specifically their beliefs which include their knowledge, perspectives and ideologies, that guide their actions. Three of discourse-based mental influence forms are tackled, such as informing, teaching and persuasion. This exposes the clear difference between manipulation and the remaining forms that manage the one's mind. This last is extremely complex organ, and then it suggests complex process that the discourse may control this mind. A number of basic principles and categories of cognitive analysis have been made by the pioneers of this discipline which are:

1. *Manipulating Short Term Memory (STM)- based discourse understanding*

It typically happens when the elite groups or controllers attempt to facilitate the understanding of information that is convenient and consistent with their interests. On the other side, they attempt to hinder this information's comprehension that

does not suit their best interests (and vice versa for their recipients). Finally, they clench these forms of STM- based manipulation of discourse understanding.

2. Episodic Memory

STM-based manipulation affects strategic processes of the understanding of specific discourses. However, most manipulation is prepared to more stable results, and hence focuses on long term memory (LTM), that is, knowledge, attitudes and ideologies,

3. Manipulating Social Cognition

The manipulation of social cognition may affect the range of norms and values used to evaluate global events and people and to judge or legitimate actions.

van Dijk (1993) believes that discursive manipulation may include non-characteristics like gestures, facework, sounds, music. Furthermore, analysts consider the discourse manipulative firstly in terms of their context categories instead of in terms of their textual structures.

Conclusion

In the nutshell, critical discourse analysis concentrates itself to reveal, expose, and uncover what somebody might mean by producing a text or talk. It sheds the light on the dominant groups and institutions of a given society who abuse their power and authority over the dominate minorities in order to explicit their embedded intentions beyond texts and discourse.

So generally, this across-discipline opposes the abuse of power by providing readers with uncover methods and techniques and notions that help creating a public awareness and build a strong-opposing opinion against the oppressive authorities that contemplate to force their own ideologies on unaware category of people. This continually maturing discipline assist creating conscious, mindful, enlightened critical minds that consider and spur in to resistant and corrective social action.

Chapter two
Persuasive language as a medium of Manipulation in *Uglies*

Introduction

All around the world each society has two structures; the infrastructure and superstructure. The former contains economic base, while the superstructure contains political-legal system and ideology. The last is seen as a powerful mechanism of social control by the members of the ruling class who discursively force, impose and compel power and abuse on the citizens. The imposed ideology along with the current novel *Uglies (2005)* is that the cosmetic surgery is a must.

This chapter is devoted to analyze how the government and the elite groups use discourse to coerce the plastic surgery tacitly. Virtually, the light is shed on the persuasive language, techniques and devices. The chief target of the language of persuasion is to stimulate and persuade the audience to believe or to do something. Controllers and advocacy groups, i.e. groups that support a particular belief, point of view, policy, or action, attempt to persuade the public implicitly by using ads, speeches and other means so that the controlled groups support them and accept their ideas, beliefs, and ideologies. Otherwise speaking, these persuaders use an assortment of techniques to draw the attention in order to establish credibility, confidence, and trust to induce the addressees' desire for the policy or persuade them to act.

Persuasion is examined in many disciplines, among them Rhetoric in which is the study of mods of persuasions   in speech and writing. This endeavor is accomplished by selecting passages that contains persuasive devices and techniques in order to explain and demonstrate how the ruling class uses language and discourse to force certain ideas and services upon the ordinary citizens.

Persuasive Devices and Techniques.

1. **Appeal to Flattery**

A noteworthy technique that is used a lot by the elite group throughout the novel as a way to manipulate the controlled category is the persuasive language. It is commonly used for a range of reasons, for instance, to help to sell products or services, or to convince people to accept a view or idea[1]. The elite groups employ the persuasive language as a discursive strategy to maintain power and abuse over the weak citizens and hence to force certain ideology as a must. This can be achieved through the use of persuasive devices.

One of the most used techniques by the controlling groups in this novel is the application of *Appeal to flattery* that is considered as a type of 'fallacy' through the use of *flattery*. Broadly, *Flattery* is known as a way of complimenting the audience through excessive and insincere praise, given especially to further one's own interests (according to BBC Bitesize website, Part of English Language)

According to Regier (2007), *Flattery* has been historically used as a standard form of discourse when addressing the monarchs. Properly, during the Renaissance era, this technique was a common and widespread. For instance, William Shakespeare flattered King James I in *Macbeth* (1597) tragedy in which it dramatizes the damaging physical and psychological effects of political ambition on those who seek power for its own sake. (According to The Professional Theatre at SOUTHERN UTAH UNIVERSITY news blog by Kathryn Neves, 2019)

Linguistically, the word 'flattery' has two synonyms that are 'praise' and 'compliment'. According to Webster's Dictionary of English Language (1979) 'compliment' is defined as "to praise, to flatter by expressions of approbation, esteem or respect; to congratulate". From the Webster definition we may conclude that the denotation of the word 'compliment' has both the positive and the negative meaning.

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[1] https://www.bbc.co.uk/bitesize/guides/zx7cmnb/revision/2
https://www.slideshare.net/cgatt/flattery-45778711 (last accessed on 02-05-2021)

This is confirmed by the Cambridge definition of the word flattery that is "the act of praising someone, often in a way that is not sincere, because you want something from them".

Accordingly, It has several means: (1) to praise insincerely, in order to win favor or reward; (2) to make to appear more attractive, etc., than in reality; (3) to play upon or gratify the vanity of (a person); (4) to congratulate or deceive (oneself) (Changfeng Zhu. 2018. An Analysis of the Differences Between Praise and Flattery by the Co-operative Principle. p.62)

Perfectly, this is used by Dr. Cable to make Tally reveal the mysterious place of her friends who choose to run away, refusing to undergo the aesthetic surgery which is imposed on the citizens as a must. Even her parents, apparently affected by the government rules, plan and plot to make her snitch on her insurgent friends.

This appears when they came to visit her when she was detained in her room and said ; "*We know you'll do the right thing* " (2005: 51). Clearly, talking to a young adult girl in such that, is going to make her in one way or another reveal and say all what she knows about her wanted friends. Especially, when the speech is being addressed from parents to their child and it is affirmed that the parent-child relationship is a unique and enduring bond between the parents and their kids. Over and above, the parents' manipulation is manifested when they overpraised their child Tally that saying everything she knows about those wanted group is the right thing she may do as a dutiful daughter. Though in effect, it is not the right thing! Yet, psychologically, for sure this technique is effectively going to work because we like to be praised and we doubtlessly and unconsciously tend to believe people we like.

2. Emotive Language

Besides to the use of *Appeal to Flattery*, a further technique is the use of Emotive *Language* which is according to BBC Bitesize defined as the use of certain vocabulary to make the hearer feel a particular emotion like fear, threat, anxiety, and so forth. More specifically, "the words that are characterized by an emotive meaning may be used persuading the interlocutor and the audience to carry out a specific action." (Macagno ET Walton 2019: 05). Such terms (called 'ethical'—or commonly

referred to as emotive words) are characterized by the 'wedding' between their de-scriptive and emotive meaning (Stevenson 1944: 206-210).

Emotive language or commonly known as loaded language conforming to Stevenson (1938) website is rhetoric used to influence an audience by using words and phrases with strong connotations associated with them in order to invoke an emotional response and/or exploit stereotypes. Loaded words and phrases have sig-nificant emotional implications and involve strongly positive or negative reactions beyond their literal meaning.

All through the novel, the predominant type of this emotive language is the *Appeal to Fear*. It is aimed to make an audience worried or concerned that there will be a negative consequence if an action does or does not take place.

This is plainly noticed along with Dr. Cable speech to make Tally confess truth about the escaped uglies who refused the plastic surgery *"Then I'll make you a promise too, Tally Youngblood. Until you do help us, to the very best of your ability, you will never be pretty"* (2005: 48). The following conversation appeals to fear and shows how much Dr. Cable is concerned to know where the group left. This led her using cruel words with Tally in order to make her worry and feel that a bad conse-quence is about to happen if she is not going to do the best of her ability to help the government. Certainly, the worst thing that may happen to Tally is the prevention from the long-waited aesthetic surgery that it is seen as a must within this society. Being forever ugly and never being pretty equals a total negligence and disregard from the government, thusly, never being accepted within the society and among the citizens.

3. **Hyperbole**

Hyperbole is another persuasive device that etymologically dates back to the Ancient Greek. The word is composed from ὑπέρ hupér 'above, beyond' and βάλλω bállō 'throw'. Unlike most English words beginning with hyper-, it is stressed on the second syllable. The first known use is in the 15th century (A Glossary of Literary Terms 2015).

It involves the use of exaggerated language in order to reach an intentional ef-fect as Leech (1983) states that it is **"**a feature of everyday conversations which peo-ple use to exaggerate and evaluate". In other words, this technique may be used in our everyday discourse unconsciously. Based on this, Carston & Wearing, (2015) proclaim that when speaking hyperbolically, the speaker is exaggerating an element or feature. Hence, this reveals the fact that exaggeration is an element of great signif-icance to form hyperbole. Other elements are required that are; the importance of the shift from the propositional meaning into what the speaker intended to say. The final element is there must be a specific reference assigned when speaking hyperbolically.

This device is widely utilized by the dominant groups in this novel especially when they try to manipulate Tally to change her opinion about her fled friend Shay who did the wrong thing when she refused the important plastic surgery that assures her the infinitely joyous life ever.

This was realized when the government sent Tally her best new-brand pretty friend, Peris, to persuade her to reveal where are the run-away uglies so that the gov-ernment would do her the operation which will be the beginning of a restful new life full of delightfully charming new friends. This is obvious and clear when he said *"I mean, I already told everyone about you after that fire alarm thing, but they're really dying to meet you now,"*(2005 : 53). Intentionally, the government sent Tally one of her closest turned-pretty friend who has great impact on Tally's personality and who is considered as her charming ideal. Peris, had a demure conversation with Tally in which he pretends his excitement for the moment that Tally turns pretty. Skillfully, he exaggerated also his friends' enthusiasm and eagerness to meet Tally after the surgery by describing their wait as 'they are dying to see her'. Whereas he was busy living luxurious life full of boisterous parties and he may never talked to his friends about the ugly Tally. The interlocutor Peris meant to reach an intentional effect, that is to control and manipulate Tally's thoughts about revealing the intended truth of the run-away group so that she will be permitted to undertake the cosmetic surgery and gain entertaining life with Peris and his pretty kind-hearted friends**.**

4. Association

Ingenuously, a persuasive technique labeled *Association* is used considerably by the ruling class in order motivate the citizen's act to their sake. This technique tries to tie a given service, idea or a belief with something already liked or desired by the target audience. For instance, linking it to fun, pleasure, beauty, security, intimacy, success, wealth. (New Mexico Media Literacy Project, Language of Persuasion. p.2)

It plainly appears in Dr. Cable speech when she was effortfully trying to encourage Tally betray her missed friends who refused the plastic surgery and run away**.** She folded her hands and nodded "This city is a paradise, Tally. It feeds you, educates you, keeps you safe. It makes you pretty" (2005: 47). It is obvious and explicit how Dr. Cable, a member of the government, seeks to persuade Tally and make her believe that the city is the appropriate place that guarantees appealing life conditions after turning to a pretty character. The doctor associated everything that is restful, furnished, and secure to this urban era and making it as perfect as heaven.

The government purpose to use this term as an attempt to control someone's thoughts, ideas, beliefs, and behaviors and make them act the way it suits their ruling system 'ideology'

5. Modals of Necessity

Deliberately, the government speech includes also the use of the modals of necessity *must, have to* in order to show the obligation and something is not optional, instead, it must be done.

Broadly, modality is defined by Saeed (2003: 135) as a cover term for devices which allow speakers to express varying degrees of commitment to, or belief in, a proposition. Howbeit, Cruse (2004) argues that modality is the speaker's attitude toward the content of the speak event or utterance and it is ordinarily expressed in model verbs such as *must, should, have to, may.*

The function of these modals lies in that they give information about the function of the main verb that it governs. Modals have a wide variety of communicative functions, but these functions can generally be related to a scale ranging from possi-

bility 'may' to necessity 'must', in terms of one of the following types of modality. *(1) Epistemic Modality,* deals with possibility, probability or impossibility of a certain proposition **(Kreidler 1998: 241)**. *(2) Deontic Modality* convey two kinds of social knowledge; obligation and permission (Saeed 2003 :136). And the most prevalent type along the novel is the *deontic modality*

This appears in Dr. Cable conversation with Tally when she accepted to go on the spy journey to find the clandestine place of the escaped group. Dr. Cable said, *"You can, Tally. You must. Think of it as an adventure"*. So the shifted use from 'can' to 'must' in such serious speech uncovers the compulsion in the aforementioned conversation.

Hence it is seen that the use of must, have to, need to, ought to serves to express obligation. Conversely, the use of can, could may and might that denote permission. So the speaker here, prevented the hearer from the authority to decide whether to accept the mission or not, instead took the position of the controller and shows her attitude that it is necessary to do the mission. This is what made Dr.Cable substitute the modal 'can' with 'must' to insist on Tally that she is obliged to comply with this mission in which she is going as the government' spy to reveal where are the wanted group. Furthermore, Dr.Cable statement decodes also that this spy journey is essential in this specific situation where Tally has no choice just to accept this mission, otherwise she will receive the most disgraceful punishment that is staying forever ugly and neglected.

Quite unlike another statement of Dr. Cable at the very beginning in which the deontic modal 'can' was used to show that she is giving Tally her permission to decide whether to help them or not by saying "You can die ugly, for all I care" (2005 :48). The interlocutor shows that she is giving the controlled hearer the desire to choose the side she wants. Yet, Dr. Cable narrows the permission for Tally that if she refuses to help the government, she will get the worse penalizing quite effortlessly. This will cost her being ugly for her whole life until death and never have the chance again to turn pretty. With insisting that this would be the last concern of the government to watch her suffer within a community in which only pretty people are accepted. Yet, Dr. Cable i discursively obliging Tally to accept the challenge.

Continuingly through the novel, the modal verbs that indicate the obligation have been used by the elite category in order to shape the controlled groups so that they believe an intended belief or comply to mandatory duty. Purposefully, the modal *Should* is frequently used by the government or their cooperatives' discourse. As mentioned above, it is classified within the modals of necessity that designate obligation.

It is manifested in Tally's father words when he and his wife came to visit their daughter when she was retained in her campus room. With a view to convince her to cooperate with the government and find the missing group. He says "*They said that once you've helped them find this Shay girl, everything should go ahead as normal.*"(2005: 50). The father wants to make his little daughter believe and be sure that everything necessarily will back normal and would have the chance to undergo the aesthetic surgery again. But in condition she tattles where her friend had gone. So, the orator is emphasizing the act of helping the government as the main condition that obliges things to go back ordinary. In other words, he is showing his attitude towards the government resolution that it is necessary that Tally cooperate with them to find her friend Shay. For sure, once the daughter knows that the government informed her father about this main solution, she will be obliged to take it into consideration no matter what it costs her. By instinct, we tend to believe those we love especially if they were our parents.

This passage may show also how the government chooses a sensitive category, the parents, due to their great impact on their children. In addition to, how much the elite controlling groups has the power to control and absurd its citizens in a way or another to make them believe that its rules are accurate. So as to use them as tools to impose a certain ideology as a must and make.

6. Adjectives

According to Cambridge advanced learner's dictionary, in this technique the speaker tends to describe a noun with adjectives which are highly connected to that noun. Describing, for example, the noun 'house' with the two adjectives 'red and bright' the bright red house.

In *Uglies*, people under sixteen will be placed in a dorm and attend a school that teaches about the concept of ideal beauty. In the school, children are taught about the conflicts that can rise because of the physical diversity. They were taught that people killed one another because they are ugly and have different skin color, it is the reason given by the school to children in order to justifying the rule to get plastic surgery and make everybody equal (44-45). It can be seen that the school has a big role in creating children's mind about the danger of physical diversity and suggests them to do the plastic surgery to make everyone equal, so there will be no jealousy and conflicts.

> "*The school also provides once a year school trip which takes place at Rusty Ruins. The Rusty Ruins were the remains of an old city, a hulking reminder of back when there'd been way too many people, and everyone was incredibly stupid and ugly*" (2005: 48).

The use of adjectives stupid and ugly help teachers to convince children that ugly people are always stupid i.e. they associated ugly people with stupidity and children will accept it as their beliefs so that children will understand the importance of doing plastic surgery. This school trip aims to make the young generations think that diversity leads to stupidity and ugliness, that is why they must do the plastic surgery so they would not be hurt each other. Children accept this ideology, because they would not assume it as a rule but they accept it as their belief.

7. The Appeal to family values

This appeal is based on the belief that the traditional family of mum, dad and the children, is the best way to live and provide a healthy, nurturing environment for children. Appeals to family values often link problem children and teenagers with marriage breakdown. This can also appeal to people's desire for security, protection and certainty. An appeal like this is very strong, because threats to family values are often related with threats to society itself.(Relationship beliefs and emotion: Reciprocal effects .2000)

Tally's parents – Sol and Ellie – also play a role in persuading tally to reveal about the place of her friend who escaped from the government. Tally has refused to help Dr. Cable for infiltrating the Smoke City, on the other hand when Tally listens to her parents' words she feels like anything they say is right and she must do it for her own good.

"*Tally, we all make promises when we're little. That's part of being an ugly— everything's exciting and intense and important, but you have to grow out of it. After all, you don't owe this girl anything. She's done nothing but cause you trouble*" (2005: 116).

Tally found herself unconsciously agree to her parents because she believes them. Tally's mother – Ellie – tries to emphasize the necessity to follow the rules so that Tally can live her life as a normal person rather than being a fugitive because she wants Tally to follow the rule.

"*So, Tally. You've reconsidered... And you'll answer all our questions now? Honestly and of your own free will?"*
Tally snorted. "You're not giving me a choice."
Dr. Cable smiled. "We always have choices, Tally. You've made yours." (2005: 129).

The conversation above proves that Tally's parents can affect her way of thinking, in other words, Tally's parent can make her obey them without any repression or even violence, they can assure her only with their family's belief. Furthermore, Tally also has learned from her school subject that taught about the importance of doing plastic surgery because it can make everyone become equal to avoid the conflicts. Tally has received this ideology from her parents and school since she was young. Therefore, instead of obeying Dr. Cable Tally simply obey her parents' words because she believes them.

8. Rhetorical question

A question asked for the sake of persuasive effect rather than as a genuine request for information that doesn't need to be answered because the answer is made obvious, the speaker implying that the answer is too obvious to require a reply. Rhetorical questions are often used to lead the audience to a particular conclusion. Be-

cause of the nature of rhetorical questions, they make this conclusion seem natural and logical. Look at this question: Do we want our children growing up in a world where they are threatened with violence on every street corner."(*The Philosophy of Rhetoric* 1936).

"In any case," Ellie interrupted, "why make a fuss? This'll all be over in no time. Just has a nice chat with Special Circumstances, tell them everything, and you'll be headed where you really want to be... Sweetheart... what other choice do you have?" (2005: 119)

After the conversation with her parents, Tally thinks of the question of her mother *"what other choice do you have?"* This rhetorical question makes the request of the mother seems more natural and logical that she realizes that she has no other choice. Therefore, Tally was easily convinced and she decides to cooperate with Dr. Cable from Special Circumstances. Tally accepts to infiltrate and let the Special circumstances know the location of Smoke City, although it means that Tally has betrayed Shay and breaks her promise; Tally is forced because she has no other choice. Special Circumstances would do anything to catch the rebellions that break the prescribed rules, they are very tricky and they try to repress the society members to follow their order or there will be bad consequences if the society members refuse to obey it. Tally cannot believe that Special Circumstances asks her to choose between her life or her friends' lives but the use of rhetorical question makes her to think over and over until she was convinced; in other words, the rhetorical question has a strong effect on her agreement. Tally must choose between her life and her friends' lives. The Special Circumstances would not stop using all the persuasive ways to oppress people using violation and threats in order to attain their goal. Willing to obtain what they want by any means necessary.

Conclusion

In a decisive way, the government adopts the persuasion as a prosocial endeavor that guides the citizens to accept their messages, rather their ideology, as a needed truth. The use of these techniques and devices is intended to control the controlled category way of thinking or perceiving reality and hence controlling their behaviors too.

Successfully, the government in *Uglies* (2005) novel tries to practice abuse and power through imposing the plastic surgery as a must through the language of persuasion. Throughout the novel, the government speech contains a frequent use of asset of persuasive techniques and devices in order to manipulate and shape the citizens 'thinking. Hyperbole, Appeal to Flattery, Emotive Language, Association, Modals of Necessity, Rhetorical Questions, and Adjectives are merged within the elite groups intentionally in order to maintain the control over property, authority, abuse.

General conclusion

There are various definitions of beauty among the society. Each person has her or his own opinion in defining beauty, and it is based on the concept of beauty which has been prevailing in the society. Since the definition of beauty has been constantly changing throughout time, culture is one of the main reasons that influence the concept of beauty. People from different cultures will have different perceptions of what is called beautiful and what is called ugly, because the concept has already penetrated their mind.

Every individual may have a different physical appearance from the other - it is called uniqueness of the body. The most incredible thing is that each person is different; people have different skin color, hair color, and other physical features. This diversity makes no culture or concept could ever define beauty, which resulted into various concepts of ideal beauty among the society. The concept of beauty has changed over time; therefore, *Uglies* uses some kinds of beauty concept in millennium era since it was written in 2005. In millennium era, plastic surgery has become more common than before although people know that it can harm their health

According to the analysis, the writer can conclude that the society in *Uglies* always judges a person based on his / her physical appearance. The concept of ideal beauty presented in *Uglies* is assessed in term of physical appearance. Physical appearance will change through the process of plastic surgery, The doctors who performed the plastic surgery will be supervised by the Special Circumstances (The Special Circumstances is one of the most powerful organizations in *Uglies* which represents the government supervise and control the social life.) to make sure that the operation is based on the rules set by the government. The government's purpose is to eliminate the diversity in society and create a concept of ideal beauty that must be applied by all of society members.

Tally Youngblood, the main character of the story, tries to rebel against the government and she wants to abolish the rules that oppressed the society members. As the government takes the major control over the society members, it assigns some authorities to ensure that the society members comply with the government's rule. As a result, the special circumstances try to persuade Tally to reveal about the place of their friends who escaped from the government in order

to not do the plastic surgery which is a must ,they do anything possible even violate people in order to reach their purpose.

Successfully, The government manages to manipulate and persuade Tally to talk through the use of different ways and techniques of persuasion .From the analysis, it is found that the use of persuasive devises and techniques work well in the discourse used by the government. Scott Westerfeld could show the strength of the persuasive devises throughout his novel *Uglies*, Westerfeld uses a number of techniques including: Appeal to fear, appeal to family, and appeal to flattery, emotive language, adjectives, hyperbole, and modals of necessity, association, and rhetorical question. The government convinces the society of *Uglies* that plastic surgery is not that bad and that it's a simple body modification to be accepted in the society

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يعتبر الجمال هو أحد أهم الجوانب في المجتمع حيث يتلقى اهتماما كبيرا من الناس .نتيجة لذلك ، يغير الناس مظهرهم الجسدي من خلال عملية جراحية تجميلية. يهدف هذا البحث المتواضع إلى الكشف عن الصور النمطية للجمال المقدمة في رواية *Uglies*(2005)التي كتبها سكوت ويستيرفيلد .حيث تهدف هذه دراسة الى التحقيق في كيفية تعامل الحكومة مع الناس لقبول الجراحة التجميلية. أعضاء المجتمع في *Uglies* (2005) موجهون بشكل كبير إلى الجمال الجسدي ويتم تجميع الناس بناءً على مظهرهم الجسدي. يصبح مفهوم الجمال المثالي في هذه القصة مثيرًا للاهتمام لأنه لا يمكن الوصول إليه إلا من خلال طريقة مفروضة فريدة وهي الخضوع إلى جراحة التجميلية و التي تعتبر أيديولوجية الحكومة. في هذا السياق ، فإن الطريقة المناسبة لتحليل أيديولوجية قسرية أو سلطة مفروضة هي تحليل الخطاب النقدي. من خلال تطبيق تحليل الخطاب النقدي في التدقيق في خطاب الرواية ، تشير النتائج إلى أن الحكومة تقنع الناس بإجراء الجراحة التجميلية من خلال التلاعب باللغة باستخدام وسائل وتقنيات مقنعة حتى لا يتمردوا على الحكومة والنظام السائد. وكذلك وجد أن للحكومة دورًا مهمًا في طريقة تفكير أفراد المجتمع.