

A Pragmatic Analysis of the CDC's Guiding Video Clips about COVID-19

Wafaa Najie Mahdie

hum21enh131@uodiyala.edu.iq

Arwa Abdullrasoul Salman

Drarwa abdullrasoul75@gmail.co

College of Education for Humanities, Diyala University/Iraq

ABSTRACT

COVID-19 has impacted several parts of people's lives and later emerged in the majority of global countries, so we need to understand its causes, symptoms, prevention and treatment. That led us to study medical discourse during COVID-19 pragmatically. This study concerns medical guiding video clips on Covid-19. The study is based on the hypotheses that COVID-19 pandemic has been classified as suspicious information, owing to the extensive dissemination of unverified information; and Medical jargon is a fluid and ever-changing phenomenon. Thus, the current work targets the following aims, assessing pragmatics' contribution to a better understanding of the many difficulties that characterize healthcare communication; how frequently do declarations, representative, expressive, directives, and commissive acts of speech occur in media discourse during COVID-19? What are the effects of using pragmatic acts in media discourse? And what are the pragmatic actions triggered by COVID-19's various instruction utterances?

To achieve the aims of the study and verify its hypotheses, an American video clip from the Centers for Disease Control and Prevention Control (CDC) organization was selected to analyse due to Mey's (2001) pragmatic act model.

الملخص

لقد أثر كوفيد-١٩ على عدة أجزاء من حياة الناس وظهر في غالبية دول العالم، لذلك نحن بحاجة إلى فهم أسبابه وأعراضه والوقاية منه وعلاجه. ألهمنا هذا لإجراء تحليل عملي للخطاب الطبي اثناء جائحة كورونا .

تتناول هذه الدراسة بعض الجوانب التداولية لمقاطع الفيديو الإرشادية الطبية لوباء الفيروس التاجي التي صممها مركز السيطرة على الأمراض والوقاية منها لزيادة الوعي العام بالمفاهيم الخاطئة التي نشرتها أزمة جائحة فيروس كورونا المستجد في عام ٢٠٢٠ . ان الدراسة تعتمد على فرضيات مفادها أن جائحة كورونا قد تم تصنيفها على أنها ذات معلومات مشبوهة بسبب النشر الواسع النطاق للمعلومات التي لم يتم التحقق منها ؛ والمصطلحات الطبية مرنة ودائمة التغير وبالتالي، فإن العمل الحالي يستهدف الأهداف التالية (١) تقييم مساهمة علم التداول في التوصل إلى فهم أفضل للصعوبات العديدة التي تميز الاتصالات في مجال الرعاية الصحية؛ (٢) تقييم مدى قدرة علم التداول على تحسين فهمهم للصعوبات العديدة التي تعترض التواصل في مجال الرعاية الصحية؛ (٣) النظر في كيفية استخدام الخطاب الطبي لأنواع الخمسة من أفعال الكلام ووظائفها (الأفعال التداولية) في الخطاب الطبي لفهم كيفية مساهمتها في المعنى وتقديم الفعل . لتحقيق أهداف الدراسة والتحقق من فرضياتها ، تم اختيار مقطع فيديو من منظمة مراكز السيطرة على الأمراض والوقاية منها لتحليلها حسب نموذج الفعل الاستدلالي للعالم مي (٢٠٠١)

1. Introduction

For many centuries, several disciplines have studied the subject of medical discourse but in this study, we will highlight medical discourse during COVID-19 pragmatically because significant differences in medical discourse have emerged in recent years as a result of a variety of circumstances, including cultural features, community participation, professional expertise, and general conventions and we will concentrate on media discourse as video clips. (Gotti, 2015).

Wilce (2009: 199) defines medical discourse as "discourse in and about healing, cure, or therapy; expression of suffering; and relevant language ideologies" in the broadest meaning. The study of medical language, including its verbal and nonverbal components, is a

requirement for comprehending "the enterprise of medicine," according to Charon, Greene, and Adelman (1994: 955).

The problem of the study can be represented by the problematic questions stated below:

1. How frequently do declarations, representative, expressive, directives, and commissive acts of speech occur in media discourse during COVID-19?

2. What are the effects of using pragmatic acts in media discourse?

3. What are the pragmatic actions triggered by COVID-19's various instruction utterances?

2. The role of pragmatics in the study of medical discourse

Lakoff (2007: 130) defines pragmatics as "the relationship between words and their speakers and the context in which they are speaking: what they hope to achieve by talking; the relationship between the form they choose and the effect they want (and the effect it has); the assumptions speakers make about what hearers already know or need to know." Its goal is to "account for the laws that regulate how language is used in context" (Blum-Kulka and Olshtain 1984: 196).

Thus, pragmatics can aid in the discovery of cognitive processes as well as professional, social, and cultural restrictions, such as role and power-based constraints, that influence how language is employed in different forms of medical discourse.

3. Historical Background

medical language encompasses more than 2,500 years of history, influenced mostly by Greek and Latin medical traditions, and is used by medical experts in their professional communication. (Džuganová, 2019). We can summarize the development of the history of medical discourse briefly as following :

1. At the beginning of the first century AD, Aulus Cornelius Celsus wrote *De Medicine* – an encyclopedic overview of medical knowledge based on Greek source.
2. When the Romans left Britain in 410 AD, the land became a target for future European invasions, therefore Saxon dialect in the south and Anglian dialect in the north were formed in addition to Latin .
3. Hippocrates' works, which date from the 5th and 4th century BC, are the oldest written sources of western medicine.
4. The sixth century is the period of Old English, also known as Anglo-Saxon (Dzukanova, 2002). While there were many words of Anglo-Saxon origin in today's colloquial English , there are only a few (less than 5%) in medical English (Andrews, 1947).
5. The age of medical Latin began during the Middle Ages, at the time of the Renaissance, when Greek was no longer commonly known. "Almost all major medical books were published in Latin in the following centuries. (Wulff, 2004, p. 187) .Then Classical Latin faded out around the 7th or 8th century, and was replaced by a variety of "vulgar" languages such as Spanish, Italian, and French.
6. Following the Norman conquest of England in 1066, the Norman variant became prevalent, followed by the standard Paris variety.
7. The English rebirth was a protracted process that spanned several centuries. During Henry VIII's reign, the Modern English era began.
8. A steady increase in vocabulary has been noticed since the 17th century.
9. In Europe around the turn of the twentieth century, medical science was conducted in German, English, and French. The shift to English began in the 1950s, putting an end to linguistic ambiguity (Baethge, 2008).

The 1st century AD Roman invasion European invasions 4th–5th C.
The 1st Greek Latin is the official Appearance of Saxon

Hippocrates' encyclopedia . language and Anglian dialects. Works. 6th C. old English 7th or 8th C. Latin fading out 1066 Anglo–Saxon ,variety of "vulgar" languages the Norman variant became prevalent periodappearance followed by the standard Paris variety. Henry VIII's reign17 th century the grammatical 20th c. medical science was conducted the Modern English system of Modern English was in German, English , and French ,era began, codified .

Figure (3.1) The illustrative diagram of the stages of the historical development of medical discourse

4. Methodology

4.1 The Adopted Model

While speech act theory solely deals with utterances, the current study's goal necessitates a more demanding theory, such as pragmatic act. As a result, the current study's analysis is based on Mey's (2001) pragmatic act model. It shows that a speaker's words alone do not reveal his or her true intentions when communicating. Other paralinguistic highlights, on the other hand, are sufficiently integrated with the expression to allow the listener to grasp the significance of the speaker's goals. Mey maintained in his description of PAT that "the theory of pragmatic actions does not describe real language usage starting with the words of a single, idealized speaker." Instead, it concentrates on the context in which both speakers and listeners achieve their objectives. (Mey 2006: 542)

5–Data Analysis

The current study's data were gathered from a guiding medical video clip about COVID–19, which was cited by a credible medical organization, the Centers for Disease Control and Prevention Control.

6. Analysis of the Selected Video Clip

6.1. Analysis of the Video Clip “Dr. Anthony Fauci Speaks On CDC’s New Quarantine Guidelines”

6.1.1. Introductory Note

6.1.1.1 On the Designer

Anthony Stephen Fauci, OMRI (born December 24, 1940), is the director of the National Institute of Allergy and Infectious Diseases (NIAID) and the President's Chief Medical Advisor. He was a key member of the White House Coronavirus Task Force during the COVID-19 epidemic under President Donald Trump.. Fauci became one of the primary members of the White House COVID-19 Response Team and Biden's senior medical advisor when Joe Biden became office. (wikipedia.org).

6.1.1.2 On the Video Clip

This video clip was introduced by Dr. Anthony Stephen Fauci, an American physician, on December 28, 2021. It lasted for 3.42 minutes. Dr. Anthony Fauci speaks with NBC News's Kristen Welker about the CDC's new quarantine guidelines for asymptomatic people, testing shortages, and more. (youtu.be/xFIN6ckZWnl)

6.1.2 Analysis of Linguistic Elements

Extract 1

Tonight I spoke with the president's top medical adviser, Dr. Anthony Fauci, and began by asking him about the CDC's decision to shorten the isolation time from 10 to 5 days and why now?

Dr. Fauci : Now, you have so many people simultaneously testing positive that you want to make sure, particularly among essential workers, that you get people out there much sooner, and by much, I mean cutting it in half, saying that after five days of isolation, you come out and wear a mask for the rest of the time so you can keep people safe from getting infected by you if you are still infected, but at the same time get you back to what might be an essential function in society.

Extract 2

What do you say to people who are concerned that these revised quarantine guidelines are being driven solely by worker shortages and not necessarily in the best interest of public health? No, actually, we feel that it is safe to do that. If you look at the chance of getting a transmission in the second half of that 10-day period, it is considerably less than in those first few days on balance. If you look at the safety of the public and the need to have a society that is not disrupted, This was a good choice.

Extract 3

Let's talk about testing. Today, President Biden conceded his administration needs to do more to address There are testing shortages now. The current plan is to provide a half-billion tests in the New Year. Many health experts Though Dr. Fauci has said, "Look, that is a great first step, but it doesn't necessarily go far enough." So what is the plan beyond that? Can you guarantee there will be more than those half-a-billion tests that come online? Oh, absolutely. We have now made an arrangement with the companies that we won't be making between 200 and 500 million tests per month. So when the president was talking about the first tranche of that, which is going to be coming out in January, but after that, there will be a continuity of testers at an average of 200 to 500 million a month.

Extract 4

Alright, let's talk about travel. You have suggested in recent days an openness to vaccination mandates for all domestic travel. So the question is, Dr. Fauci, have you directly recommended that to President Biden? No, I haven't. There has been no decision made on that and it is unlikely that you are going to see that happen in the foreseeable future, so people have to be careful. Maybe I should be a little more careful. When I say it is under consideration, people take the leap and say, "Well, it is going to happen tomorrow or

next week." We consider all options when we talk about what we need to do for public health.

Extract 5

Let's look forward. You have advised people to stay away from large gatherings this new year. So how would you define a large gathering this year? So how do you define large? What is a safe way to gather? Yeah, there is no magic number Kristen, but when you are dealing with a family gathering in a home, When you and the people that are there are vaccinated and boosted, although nothing is 100% risk-free. That is a relatively risk-free situation. What I was saying we should avoid is a new year's Eve celebration where you have 30 or 40 people and you don't know the vaccine status of many of the people. That is something you really want to stay away from.

9.1.2.1 Analysis of Textual part

Context

Dr. Anthony Stephen Fauci, the president's top medical adviser, talked about the CDC's new quarantine guidelines for asymptomatic people, testing shortages, and more. The doctor uses pragmatic tools such as relevance and shared situational knowledge besides speech acts to express some pragmatic acts that CDC instruction focused on. The CDC reduced precautions such as the days of isolation from ten to five days so that these infected people can wear masks and return to their work and social lives to help overcome this pandemic. The doctor also talked about the testing shortage and its causes. The use of reference is clear in the use of the speaker pronoun "we," which refers to what the CDC wants to declare. The use of shared situational knowledge (SSK) is shown in all video clips to express the practice of informing, for instance. In other words, the presence of the COVID-19 pandemic is known to the world.

6.1.2.2 Analysis of activity part

1. Directive acts express the pragmatic act of informing.

“Dr. Fauci : Now, you have so many people simultaneously testing positive that you want to make sure, particularly among essential workers”(Extract 1)

The pragmatic act of informing was mainly used to give information about the COVID–19 pandemic. In this extract, Dr. Fauci explains that the most infected people were essential workers.

2. Directive acts express a pragmatic act of co–opting

“I mean, cutting it in half, saying that after five days of isolation, you come out and wear a mask for the rest of the time so you can keep people safe from getting infected by you if you are still infected, but at the same time get you back to what might be an essential function in society.”(Extract 1)

Dr. Fauci defends the lowering of the isolation time from 10 to five days in this excerpt. The grounds for this are that employees in the medical field and other areas of society will resume their job and roles in society while taking the appropriate measures, such as wearing masks. At the same time, we can keep individuals safe from infection. So it is an invitation to all people and workers even if they are infected to participate in facing that pandemic .

3. Representative acts express the pragmatic act Giving reasons

The interviewer attempted to explain that the reduction in the length of isolation was due to a decrease in the number of medical professionals, not public health concerns. This explains in the following extract 2 “What do you say to people who are concerned that these revised quarantine guidelines are being driven solely by worker shortages and not necessarily in the best interest of public health?”

While Dr. Fauci outlines the reason for the lowering of the isolation period from 10 to five days in the preceding excerpt. He predicted that the probability of transmission would decrease in the second half of the

ten-day isolation period. Another reason is that Dr. Fauci thought that the society needed to be kept running smoothly, therefore everyone was encouraged to return to work as soon as possible. And this is shown in the following “No, actually, we feel that it is safe to do that. If you look at the chance of getting a transmission in the second half of that 10-day period, it is considerably less than in those first few days on balance.”(Extract 2)

4. Expressive acts express the pragmatic act of soliciting

“If you look at the safety of the public and the need to have a society that is not disrupted, This was a good choice”(Extract 2) He also solicits people to take personal responsibility for doing their roles in the society. This practice is REL because if everyone follows this plea, the misery and sorrow that individuals, particularly the vulnerable, would experience will be considerably alleviated.

6. Declaration acts express the pragmatic act of declaring

Let's talk about testing. Today, President Biden conceded his administration needs to do more to address testing shortages now. (Extract 3) In this extract, the interviewer confirms that President Biden declares that there are testing shortages that must be addressed, and she wanted to inquire from the doctor about this information.

7. Commissive acts express the pragmatic act of Assuring

“The current plan is to provide a half-billion tests in the New Year. Many health experts Though Dr. Fauci has said, "Look, that is a great first step, but it doesn't necessarily go far enough." So what is the plan beyond that? Can you guarantee there will be more than those half-a-billion tests that come online?” (Extract 3) The importance of assuring the public that the government is on top of the situation and that all conceivable steps will be taken to prevent, if not totally eliminate, the spread of the dreaded incurable COVID-19 illness cannot be overstated in a country plagued by uncertainty and widespread anxiety.

The main step is testing, so the interviewer wanted to make sure that those responsible would provide the tests in the new year and if they were enough, she asked if Dr. Fauci assure these tests online.

“Oh, absolutely. We have now made an arrangement with the companies that we won't be making between 200 and 500 million tests per month. So when the president was talking about the first tranche of that, which is going to be coming out in January, but after that, there will be a continuity of testers at an average of 200 to 500 million a month.”(Extract 3)

In addition, as the president promised, Dr. Fauci assures that testing will be provided through an arrangement with the companies .

8. Commissive acts express the pragmatic act of Proposing

“Alright, let's talk about travel. You have suggested in recent days an openness to vaccination mandates for all domestic travel. So the question is, Dr. Fauci, have you directly recommended that to President Biden? No, I haven't. There has been no decision made on that and it is unlikely that you are going to see that happen in the foreseeable future.”(Extract 4)

The interviewer highlighted Dr. Fauci's suggestion for mandatory vaccinations for all internal travel in the preceding excerpt, and she wanted to make sure he advocated it to the president. The doctor responded that this was only a recommendation that was still being considered and that no decision had been made.

9. Directive acts express the pragmatic act of warning.

“so people have to be careful. Maybe I should be a little more careful. When I say it is under consideration, people take the leap and say, "Well, it is going to happen tomorrow or next week." We consider all

options when we talk about what we need to do for public health.”(Extract 4)

In this extract, the doctor continued explaining his suggestion and warned people not to believe it would be done quickly, so they should be careful not to travel at this time. We can consider his words as an ad warning that must be taken for public health.

10. Directive verbs express the Pract of Advising

“Let's look forward. You have advised people to stay away from large gatherings this new year. So how would you define a large gathering this year? So how do you define large? What is a safe way to gather?”(Extract 5)

In the above extract, the interviewer asked Dr.Fauci about his advice to people to avoid gatherings. The aim of this advice is to curb the transmission of this pandemic. She also asked the doctor how they would avoid large crowds during the New Year's Eve celebrations. And if the gathering occurs, what is the safest way for it? “Yeah, there is no magic number Kristen, but when you are dealing with a family gathering in a home, When you and the people that are there are vaccinated and boosted, although nothing is 100% risk-free. That is a relatively risk-free situation. What I was saying we should avoid is a new year's Eve celebration where you have 30 or 40 people and you don't know the vaccine status of many of the people. That is something you really want to stay away from.” In this excerpt, the doctor explains why he gave this advice:

"We don't know the immunization statistics in huge crowds like a New year's Eve celebration ." The family gathering is less harmful since everyone is vaccinat

Table (1): The Speech acts & Pragmatic Acts in the CDC video clip of Covid-19

Speech acts	Frequency	Percentage	Practs	Frequency	Percentage
Directives	4	40%	Informing	1	10%
			Warning	1	10%
			Coopting	1	10%
			Advising	1	10%
Representative	1	10%	Giving reasons	1	10%
Expressive	1	10%	Soliciting	1	10%
Declaratio	1	10%	Declaring	1	10%
Commissi	3	30%	Assuring	2	20%
			Proposing	1	10%
Total	10	100%	Total	10	100%

Figure (1) :

Percentages of Types of Speech Acts (SPS)

Figure (2) : Percentages of Types of Pragmatic acts (PRACTS)

7. Discussion of Analysis Results

The results of analyzing the selected video clip discussed here appear in the form of answers to the research questions raised above.

1.How frequently do declarations, representative, expressive, directive, and commissive acts of speech occur in media discourse during COVID-19?

As we see in table 1 ,the speech act of directive constitutes the higher percentage, making 50% due to the fact that the genre of the CDC guiding video clips is part of the medical discourse which is characterized mainly by the heavy use of informing because of vague information about COVID -19 .

2.What are the effects of using pragmatic acts in media discourse?

Pragmatic acts operate not just by their words but also by being entrenched in a setting in which humans behave. These acts, which explain the intended meaning of medical discourse, especially in media discourse, include speech acts, psychological/affective acts, and the selection of textual components used in discourse in order to elicit the desired response. In other words, the focus here isn't only on the norms that govern particular words or utterances, but rather on defining typical pragmatic behavior in a specific scenario.

3. What are the pragmatic actions triggered by COVID-19's various instruction utterances?

This question can be answered by considering Table (5.1), which summarizes the frequency and percentage of the main pragmatic acts used in the instructions of CDC. All the pragmatic acts are important acts because the information about COVID-19 is vague and people are needed to be warned and encouraged to face that pandemic .

8. Conclusions

1. The increased occurrence of directive acts to express the pragmatic act of informing can be traced to the fact that ,the information about the virus was unclear .

2. A pragmatic act theory plays an important role in constructing the intended meaning of Covid-19's medical guiding video clips.

3. Medical video clips reveal new terms and concepts such as "coronavirus", which means a family of viruses that first infected humans in 2002, then this term is changed to COVID-19, which means Coronavirus Disease 2019, etc. .

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