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في موضوع:

A Visual Social Semiotics Analysis of

the Multi-Level Marketing Discourse

Unicity and Tiens as case study

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DEDICATION

I dedicate this work to those who are dear to me

To the soul of my father

To my kindhearted mother

To my husband

To my daughter

To my son

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This dissertation could not be accomplished without the help, suggestions and contributions of self-abnegated persons who did their best to support me along this uphill task. This work , therefore, is indebted a lot to several people to whom I am profoundly obliged.

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Abstract

The recent era has known considerable changes on a large scale, ranging from economic, social, cultural and marketing. The latter issue has undergone successive modifications in scope and nature engendering the emergence of global marketing, international marketing and multi-level marketing which spread worldwide ever since it was created in USA in the late 20s of the elapsed century. From the time when it was recognized as an economic system, multi-level marketing (MLM) had been under the focus of study among a large number of thinkers and scholars who seem to confine their analyses to comparing it with what is called "pyramid scheme" (PS). The previous studies, therefore, highlight the way MLM is a new version of PS. This thesis is an attempt to shift the focus of study, drawing on the discourse mechanisms of MLM companies rather than reiterating the old-fashioned studies. The thesis main objective, therefore, is to tackle the issue of MLM from the discursive standpoint, dealing chiefly with the way MLM discourse impacts and influences the Moroccan individuals and convince them to be engaged in this economic system. To achieve this purpose, the analysis of MLM discourse is analyzed through the lenses of the theory of Critical discourse analysis (CDA) developed by Norman Fairclough. In addition to CDA, the thesis depends on social semiotics, more particularly on visual grammar as it is developed by Kress and van Leeuwan. The combination of the two theories allows me to analyze the different strategies adopted in the discourse of MLM companies, especially Unicity International and Tiens Group. The objective of the analysis is to highlight to what extent MLM companies manage to convince Moroccan individuals through their discourse and hence gain a large customer base within Moroccan society and at the same time they diffuse their ideologies.

Key words: Social semiotics, visual grammar, Critical discourse analysis, Multi-level marketing, Unicity, Tiens.

مقـــــــتضب

عرف العالم في الآونة الأخيرة تحولا جذريا في المجال الاقتصادي والاجتماعي والثقافي والتسويقي. هذا الأخير انتشر بشكل سريع كما وكيفا، الشيء الذي فتح المجال أمام ظهور عدة أنظمة نخص بالذكر التسويق العالمي والتسويق الدولي والتسويق الشبكي الذي غزا العالم في وقت وجيز منذ أن ظهر في الولايات المتحدة في أواخر العشرينات من القرن الماضي. فبعد أن فرض التسويق الشبكي نفسه عالميا، اهتم العديد من الباحثين والدارسين بمعطيات هذا النظام الاقتصادي إلا أن معظم هذه الدراسات انحسرت وانصبت في اتجاه واحد ألا وهو مقارنة التسويق الشبكي بما يعرف "بالنظام الهرمي". حيث تطرقت هذه الدراسات إلى كون أن التسويق الشبكي ما هو إلا نموذج جديد للنظام الهرمي وأنهما متساويان معا من حيث استغلال المنخرطين الذين في أسفل الهرم أو أسفل المستوى. وهذه الأطروحة هي محاولة صرف النظر عن هذه الدراسات السالفة وذلك بالاعتماد على دراسة خطاب التسويق الشبكي من خلال المنهج الذي سطره نورمان فيركلاو والمعروف بالتحليل النقدي للخطاب. حيث ستعمل الأطروحة على تحليل الاستراتيجيات الممنهجة التي اعتمدتها شركات التسويق الشبكي لإقناع المنخرطين/الموزعين المغاربة، وكيف تمكنت هذه الشركات من التوسع كما وكيفا في وسط المجتمع المغربي. وستعتمد هذه الدراسة على دراسة نموذج من خطاب كل من يونيسيتي الأمريكية وتيينز الصينية. وستعتمد هذه الدراسة على تحليل الخطاب سواء أكان مكتوبا أو شفاهيا، هذا بالإضافة إلى تحليل الصور الإشهارية لهذه الشركات بالاعتماد على منهج سميائيات المجتمع خاصة ما يعرف بالنحو المرئي عند كل من: كريس وفان ليبون . فكل من تحليل الخطاب وكذلك دراسة الصور سيساعد على استخلاص تقنيات التواصل التي تعتمدها شركات التسويق الشبكي من أجل تمرير أفكارها وأيديولوجياتها بين الأفراد والجماعات.

الكلمات المفتاحية: سميائيات المجتمع، النحو المرئي، التحليل النقدي للخطاب، التسويق الشبكي، يونيسيتي، تيينز.

Résumé

L'ère récente a connu des changements considérables à grande échelle, allant de l'économie, du social, de la culture et du marketing. Cette dernière question a subi des modifications successives de portée et de nature engendrant l'émergence du marketing mondial, du marketing international et du marketing multi-niveaux qui s'est répandus dans le monde entier depuis sa création aux Etats-Unis à la fin des années du siècle écoulé. Depuis le moment où il a été reconnu comme système économique, le marketing multi-niveaux a fait l'objet d'études parmi un grand nombre de penseurs et d'universitaires qui semblent limiter leurs analyses à la comparaison avec ce qu'on appelle le « schéma pyramidal » (PS). Les études précédentes mettent donc en évidence la façon dont MLM est une nouvelle version de PS. Cette thèse est une tentative de déplacer le centre de l'étude, en s'appuyant sur les mécanismes de discours des entreprises MLM plutôt que de réitérer les études à l'ancienne. L'objectif principal de la thèse est donc d'aborder la question du MLM d'un point de vue discursif, en traitant principalement la manière dont le discours du MLM impacte et influence les individus marocains et les convaincre de s'engager dans ce système économique. Pour atteindre cet objectif, l'analyse du discours MLM est analysée à travers les lentilles de la théorie de l'analyse critique du discours (ADC) développée par Norman Fairclough. Outre l'ADC, la thèse dépend de la sémiotique sociale, plus particulièrement de la grammaire visuelle. La combinaison des deux théories me permet d'analyser les différentes stratégies adoptées dans le discours des entreprises MLM, notamment Unicity International et Tiens Group. L'objectif de l'analyse est de mettre en évidence dans quelle mesure les entreprises de MLM parviennent à convaincre les individus marocains par leur discours et ainsi à gagner une large clientèle au sein de la société marocaine.

Mots clés: Sémiotics sociale, grammaire visuelle, analyse du discours critique, marketing multi-niveau, Unicity, Tiens.

A Visual Social Semiotics Analysis of the Multi-Level Marketing Discourse: Unicity and Tiens as case study

Table of contents

Chapter one: General introduction

LISTS OF PICTURES

LIST OF ABBREVIATIONS

AMA	American Marketing Association
ASEAN	Association of Southeast Asian Nations
CDA	Critical Discourse Analysis
CEO	Chief Executive Officer
DHA	Discourse-historical approach
DHA	Discourse-historical Approach
EGA	Environmental Goods Agreement
FLO	Fair-trade Labelling Organizations
GDP	Gross Domestic Product
IFAT	International Federation for Alternative Trade
LDC	Least Developed Countries
MLM	Multi-level Marketing
NAFTA	North American Free Trade Agreement
NATO	North Atlantic Treaty Organization
NEWS	Network of European World Shops
PS	Pyramid Scheme
SEEA	System of Environment-Economic Accounting
SEM	Search Engine Marketing
UNESCAP	United Nations Economic and Social Commission for Asian and the Pacific
WAN	Wide Area Network
WFTO	World Fair Trade Organization
WTO	World Trade Organization

Table of contents

Abstract

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Résumé

L'ère récente a connu des changements considérables à grande échelle, allant de l'économie, du social, de la culture et du marketing. Cette dernière question a subi des modifications successives de portée et de nature engendrant l'émergence du marketing mondial, du marketing international et du marketing multi-niveaux qui s'est répandus dans le monde entier depuis sa création aux Etats-Unis à la fin des années du siècle écoulé. Depuis le moment où il a été reconnu comme système économique, le marketing multi-niveaux a fait l'objet d'études parmi un grand nombre de penseurs et d'universitaires qui semblent limiter leurs analyses à la comparaison avec ce qu'on appelle le « schéma pyramidal » (PS). Les études précédentes mettent donc en évidence la façon dont MLM est une nouvelle version de PS. Cette thèse est une tentative de déplacer le centre de l'étude, en s'appuyant sur les mécanismes de discours des entreprises MLM plutôt que de réitérer les études à l'ancienne. L'objectif principal de la thèse est donc d'aborder la question du MLM d'un point de vue discursif, en traitant principalement la manière dont le discours du MLM impacte et influence les individus marocains et les convaincre de s'engager dans ce système économique. Pour atteindre cet objectif, l'analyse du discours MLM est analysée à travers les lentilles de la théorie de l'analyse critique du discours (ADC) développée par Norman Fairclough. Outre l'ADC, la thèse dépend de la sémiotique sociale, plus particulièrement de la grammaire visuelle. La combinaison des deux théories me permet d'analyser les différentes stratégies adoptées dans le discours des entreprises MLM, notamment Unicity International et Tiens Group. L'objectif de l'analyse est de mettre en évidence dans quelle mesure les entreprises de MLM parviennent à convaincre les

individus marocains par leur discours et ainsi à gagner une large clientèle au sein de la société marocaine.

INTRODUCTION

Background of the study

Each period is recognized by a certain phenomenon that seems to tinge it with specific characteristics that play a vital role in determining the perspectives of the people who witness it. The recent era is largely conceived among scholars and thinkers of different epistemological fields in terms of the commonly used prefix "multi". Many concepts that are used to be recognized as self-contained are nowadays preceded by the prefix "multi" such as cultures, languages, nations, corporations, to name but a few cases. These terms become officially known as multicultural, multilanguage, multination and multi-corporation. The prefix "multi" is so used that it becomes a casual phenomenon to the extent that it can be linked to any concept whatsoever.

In this connection, it is not weird to notice that the prefix "multi" is also attached to the concept of marketing. It becomes as such because the complex and globalized modern era engenders a variety of social, cultural, political and economic manifestations so as to meet the needs and desires of the world's populations (Shaw and Jones, 2005). Marketing with all its complex and intricate components does not constitute an exception as it is characterized by a variety of means and tools that offer ample services to the producer and the consumer (Tadajewski and Brownlie, 2008).

By virtue of the unlimited needs of the modern consumer, marketing, in its turn, is dichotomized into different branches in order to respond and meet the various desires (Usui, 2008). This state leads to the creation of different types of marketing and each one of them seems to carry out a specific function and is endowed with specific characteristics (for more

details see literature review). To deal with all of these types of marketing becomes impossible and beyond the reach and the scope of this thesis; therefore, I reduce the dimension of my concern and I focus primarily on what is termed "Network Marketing" or as it is frequently referred to as "Multi-Level Marketing".

Along the last decades of the 20th century and the turning of the third millennium, the world inaugurated unprecedented changes, ranging from social, educational, political and marketing apparatuses. These changes that cover different fields engender new forms of life, new styles of recommendation and new cultural interactions (Fullerton, 2009). Along the line of changes, marketing, therefore, paves its way in accordance with the new demands of the recent era.

In this respect, the world is no longer dealing with one, unique marketing but types of marketing come to view, and each one of them has its specific characteristics and parameters concerning production and distribution. These regulations determine the relationship between the producer and consumer and govern how the former gets into contact with the latter (Berghoff, 2003).

Statement of the problem

The change of the social system of life together with the diverse methods and procedures that are taken to facilitate the relationship between the producers/organizations and the consumers contribute largely to the rise of a set of marketing. Among these, there are "International Marketing", "Global Marketing", "Direct Selling Marketing", "Multi-level Marketing" to name but a few types. The latter system has known an exceptionally rapid growth globally ever since it has been recognized in the 20s of the last century in United States.

Multi-level Marketing (MLM) has been expanded and diversified both in scope and nature. As far as the scope is concerned MLM has not been monopolized entirely by the USA,

but it has been propagated worldwide as it is noticed that organizations are created in Europe and Asia. MLM in Europe is incredibly spread in Germany, as there are more than 18 companies chiefly Vorwerk, Jafra Cosmetics, Herbalife, Avon, Amway, Ryzoom, etc… In consonance with the proliferation of MLM worldwide, this economic system is recognized in India, Indonesia, Japan, Malaysia, Phileppine (48 companies), Singapore, Thailand (30 companies) and China (25 companies). Nowadays this unlimited number of MLM companies compete among each other to control the largest population nationwide and worldwide. MLM companies are also diversified in nature. Some of them, for example, are specialized in producing cosmetics while others are dedicated to Nutraceutical products and complementary food.

In line with the rapid expansion in scope and diversification in nature of MLM, the crucial question that should be posed is why this marketing system has reached such a global rank. The same question could be put otherwise, what are the parameters that endorse the accurate cause behind the spreading out and the growth of MLM? There are, of course, some reasons behind the outgrowth and outspread of this type of marketing worldwide. The aim, therefore, of this thesis is to identify these whys and wherefores and to investigate the power they exercise upon the population. Put differently, the thesis is an attempt to outline the crucial techniques upon which MLM companies depend to influence the distributors and the consumers alike.

The expansion of MLM is due to the fact that these companies welcome distributors irrespective of their age, educational background, work expertize, age and personal experience (Albaum & Peterson, 2011). The other factor that encourages consultants is that these companies provide complementary earnings occasions and free enterprise dealings.

The rationale of the study

Every researcher seems to have certain purposes and objectives that ignite his/her curiosity and intention to investigate the overall components of a specific issue. Sometimes the

researcher attempts to add or modify and question the previous ideas and offer alternative arguments and provide new conclusions. On the other hand, the researcher opt for the new aiming at tackling a new topic that has not been studied before. In this way, he/she inaugurates a novel shift of focus. In this case, the researcher endeavors to be original through adding and modifying the foregoing analysis, or introducing a new problematic issue for investigation.

As for this thesis, the rationale behind engaging in this topic has been traced back to two main agents that constitute the first cornerstone of my research. To begin with, the master program of "Business Communication" sets up the preliminary background of business and marketing with all its different aspects.   When it was first accredited in 2010 in Moulay Ismail University, School of Arts and Humanities, Meknes, I had the opportunity to be selected. Along the four semesters of the Master program, we studied different business subjects and which were the basic impetuous factors that enkindle my inquisitiveness to tackle the issue of the power of the discourse of Multi-level Marketing on Moroccan society. The second stimulating incentive that shakes my keenness to analyze the impact of MLM discourse is that I was an active distributor some MLM organizations, chiefly Unicity Group organization and Tiens Group International.

Along three-years firsthand experience with the abovementioned MLM organizations, I noticed that the latter companies had recourse to discursive techniques and language strategies with which they coaxed the distributors and consumers. They depend most of the time on the use of discourse as a medium of communication with the purpose is to convince the audience to accept willingly to be engaged in their MLM organizations. They resort to rhetorical strategies to captivate the attendees' attention in order to make him/her accept their ideas and trust their claims.

In addition to the written and oral discourses that are used on a large scale, MLM companies have recourse to still and moving pictures. In this respect, the attendees witness firsthand proofs of MLM companies because they live personally the offered promises and the future aptitudes. The power and the impact of the written and oral discourse in addition to the images, therefore, plays a vital role in enticing an incredible large number of participants/distributors, irrespective of their age, sex, educational and social background.

Research questions and hypotheses

Any academic research should respond to determined statements, questions, aim, and hypothesis around which the different components of the thesis revolve. These factors constitute the network in the light of which the researcher demonstrates the issues he/she aims to answer through an empirically analyzed collected data. The research questions, therefore, are deemed to be the key concepts that determine the parameters of the conducted research. However, the task of the research statements and question could not be concretized in the absence of hypothesis that pave the way for the researcher to put forward a set of suppositions.

In this respect, this thesis is fundamentally based on a set of questions that are central to the conducted research. As it is stated in the purpose of the study, the thesis attempts to outline and questions the incentive agents that incite Moroccan individuals to adopt MLM as a means of to ameliorate their financial conditions. The question that is related to this issue is the following:

- **What are the mechanisms that MLM companies depend on to influence the individuals?**

By virtue of the multifaceted persuasive means brought into play by MLM organization, a number of hypothesis are invoked in this domain:

-   Hypothesis one: Language can be one of the major tools used by MLM companies to communicate their ideologies to the distributors.

-   Hypothesis two: Images, be they still or moving, also play a vital role in establishing a direct link between the sender (MLM) and the receiver (distributors).

-   Hypothesis three: Close contact creates interactional communication among interlocutors.

The thesis also revolves on another pivotal question that is related to the financial framework of the individuals and the causes that ignite them to affiliate in the MLM project(s). Such assumption leads to the following question:

What are the incessant needs that stimulate the Moroccan individuals to seek a means whereby they can earn supplementary income?

-   Hypothesis four: The individuals are unemployed and opt for MLM to earn their living.

-   Hypothesis five: The regular income is not sufficient and MLM may be a solution to the increasing financial demands.

-   Hypothesis six: The scope of some individuals ambition is wider and far-reaching and they want to attain the higher ranks of MLM compensations.

The third question focuses on the aftermaths in the heart of which the individuals can entangled after joining MLM companies:

Do the individuals (distributors) think twice before being engaged in MLM projects?

Hypothesis seven: The majority of them are attracted by the blooming future presented by MLM companies

Hypothesis eight: The distributors do not put forward any risk and do not expect that they may be in trouble afterwards.

The above mentioned questions will constitute the pivotal axis against the background of which the thesis will revolve in attempt to outline the apparatuses of MLM and how the latter serve as a magnet to captivate and control the distributors.

The objectives of the study

View that MLM companies' first and foremost aim is to entire as many distributors as possible nationwide and worldwide, they achieve through this process economic growth and guarantee their dominance. In addition to that, they focus also on propagating ideological views. The objectives of this thesis, therefore, is demonstrate to what extent the critical discourse analysis manages to unfold the hidden ideologies that are tucked in in the discourse of MLM companies.

The other objective of the study attempts to outline the impact of MLM discourse with all its manifestations on the Moroccan individuals, more particularly those who are affiliated in a way or another in these companies. Concisely, the objectives of the study will delineate how critical discourse analysis as a method serves both a means of detecting the lurked ideologies and at the same how MLM discourse influences the distributors.

The significance of the study

A critical discourse analysis of MLM discourse offers a shift in analyzing the issues related to these companies as a marketing system. Unlike the previous studies that exclusively deal with the MLM is no more than a new version of what is termed "Pyramid System" (PS), this study, therefore, marks a turning point as it focuses on the discourse whereby these companies try to convince they have nothing to do that. This thesis hence contributes to

developing a perspective in dealing with the issue of MLM companies. In this way, it marks a divorce with the previous conceptualizations of MLM and opens a new phase of analysis.

MLM companies' main concern is the manufacture of either cosmetic products or dietary supplements. These two different types of products, unlike pharmaceuticals chemical-based products, are claimed to natural-based ones. Such a shift from chemical to natural products helps in the creation of a new health culture and medicine. Such a view has been spread worldwide and gives the rise of unlimited MLM companies to develop what is called "Nutraceuticals". These are not basically medicines, but they contribute to make the body immune from any potential disease and illness. This creates the conceptualization of the culture of having an invulnerable body by taking regularly nutraceuticals that have no side effects as the MLM companies claim.

In this regard, many Moroccan families and individuals keep demanding urgently these products, sensing that it is better to build a resistant body than to cure it after being infected. This leads to the existence of a new culture which is that of consumerism among some Moroccan families. People, therefore, starts going beyond their daily needs thanks to embarking on extra expenditures, especially by responding to the advertisement of MLM companies and other ones. Sometimes consumerism is not controlled by the urgent needs of the individual or the family, but it is ignited by satiating their whimsical desires.

Research design and methodology

The thesis tries to analyze MLM discourse depending on CDA. I opt for this method because it offers an adequate way to unfold the effect of MLM discourse has on the participants and also it unveils the tucked ideologies of these companies. The research design envisions also tackling analytically how some Moroccan individuals have been duped by MLM discourse. The

latter assumptions are concretely drawn from interviews and observations taken along the process of data collection. In fact, the juxtaposition of MLM discourse on one hand, and the responses of the distributors on the other, offers an opportunity to draw an analogy between the power exercised by the former and the counter reaction of the latter.

The structure of the study

The thesis is divided into three chapters in addition to a general introduction and a general conclusion. The general introduction is an attempt to shape the different issues that will be discussed in the chapters. I will also try to display the parameters around which the thesis revolves. Chapter one is devoted to literature review and the theoretical framework. It includes, though laconically, the various types of marketing and the way they operate so as to make it easier for the reader to identify which type the thesis is dealing with. Chapter one introduces also the theoretical framework that is devoted to introducing discourse in general. Chapter two is consecrated to methodology that covers the theory of critical discourse analysis and its functional process in demonstrating the relationship between the hegemony of the powerful and the submission of the weak. Besides this, this chapter introduces the role of what is termed visual grammar in serving as a communicative vehicle that establishes a link between the sender and the receiver. This chapter outlines the perspectives against the background of which the discourse of MLM companies will be analyzed. The last chapter is devoted to the analysis and the discussion of the collected data. It develops the discursive mechanism whereby MLM discourse serves as a tool to manipulate the audience and control their minds and hearts alike. The general conclusion, besides summarizing the overall of the thesis structure, questions the credibility of the theory of critical discourse analysis and attempts to show its limitations.

Literature review and theoretical framework

This chapter covers different aspects of marketing, ranging from online ones, traditional marketing and global marketing. The emphasis of introducing all these types of marketing aims at displaying that the modern era has known ample types so as to meet the needs of the growing populations and the increasing demands of the consumers nationwide and worldwide. This chapter also targets the characteristics that distinguish each type with the objective to demonstrate the significance of the study. In order to concretize this purpose, the study attempt to present an overview of these types so as to make the comparison quite apparent to the reader. In addition to that, it displays the difference between the previous studies that seem to revolve on one specific aspect that is drawing an analogy between the Multi-level marketing and Pyramid System.

The focus on the discourse as an approach and which is developed in the theoretical framework mark a shift of focus in dealing with the issue of marketing. In this relation, instead of remaining imprisoned within the perspectives of the previous studies, the study questions the use of the linguistic dimensions, especially the discourse used by MLM companies to expand their dominance over the world.

The use of the discourse summons a comprehensive survey its historical development, ranging from Discourse analysis to critical discourse analysis. This survey allows me to see the objective behind using the discourse as a tool to convince the consumers. On the other hand, the use of CDA offers also the opportunity to externalize the hidden strategies and the ideologies that are contained in the MLM discourse. To fulfill the task of the discourse, the study also opts for the other source of communication which the use of the image. Such choice leads me to opt for another approach which is the use of the Grammar of the Visual Design that allows me to study the use of the images by MLM companies and organizations. In this respect, the use of both Critical Discourse Analysis and the Visual Grammar helps in tackling all the tools upon which MLM companies depend to control the world's population.

OUTLINE OF THE THESIS

The modern era, especially the last decades of the elapsed century and those of the ongoing one, has witnessed an ample of marketing systems in order to meet the various needs of the national and the international needs. Such multifarious and multifaceted desires cannot be offered fully and adequately by the procedures taken by what is called traditional marketing. The advent of technologies and their rapid advancement, nevertheless, help in marking a radical turning point in the world of economy and monetary mechanisms worldwide. Along these decades, the world has been reduced in space and time "global village", so different marketing systems such as international marketing, global marketing, multi-level marketing, to name but a few, have emerged and become the system in force globally. Each of the abovementioned marketing system depends on some economic parameters to expand locally and globally so as to have some sort of control over the population and gain a large customer base.

MLM constitutes a facet of business that emerged in the mid of the 20th century and spiked in the turning of the 21st one and hence become an omnipresent economic system for multiple companies all over the world, especially USA, Asia, Europe, and Lain America. Unlike the economic parameters of, for example international and global marketing, MLM establishes a new system based in direct contact between the company and the distributors. Such strategy exempts the company from so many expenditures, such the cost of advertisement, the cost of retail stores, the cost of shipment etc.. In addition to this, MLM companies have a direct contact with both the distributors and consumers.

The unprecedented and incredible expansion of MLM globally (Wilson 1999) makes it an ineluctable phenomenon whose impact has been so great in Moroccan individuals. These companies have known a rapid expansion in scope and nature due to the fact that they promise

entrepreneurs to be successful in business regardless of their educational background or their social and financial status.

Chapter I was titled "The literature review" as it attempts to outline and introduce the different aspects of marketing. It runs the gamut of introducing some globally recognized economic systems and the way they operate in order to make easy for the reader to identify the particularities of MLM. This chapter also shed light on the way MLM creates new procedures and strategies to avoid being analogically compared and equated with what is called "pyramid scheme". Despite these modifications, many scholars (Tailor, 2012) affirm that MLM is simply a new version of the pyramid scheme. The scholars refer to the name itself, demonstrating that "multi-level" is an obvious and concrete proof that MLM is basically based on different levels which is taken for a pyramid. They affirm that the only difference between "multi-level" and pyramid lies only in the name and the choice of terms. The other argument they provide is that in pyramid scheme the participants become the products because they simply contribute financially to the asset of the "imagined company" while awaiting for the monthly or annually rewards and compensations. However, one day or another they see that they owe nothing to the company and they lose their money. Conversely, in MLM, the distributors sell products of the company and get rewards afterwards. The problem, however, lies in the fact that the distributors are bombarded by a large quantity of products that they cannot succeed to sell on the due time and hence they lose their money as well. In both cases (pyramid or multi-level) those who are at the bottom are the losers while those in the top of the pyramid or the top of the level are the losers.

Chapter II is devoted to methodology and theoretical framework. In this chapter, I try to outline the different points and perspectives through the background of which the data will be analyzed. The chapter starts with explaining the concept of discourse and the way it has been

conceptualized by a variety of theories, chiefly pragmatics, and sociolinguistics among others, of course. Such point shows that discourse is a complex issue to deal with because it is open to different angles that lead to a multitude of interpretations.

The theoretical framework presents the basis upon which the discourse of Unicity International together with that of Tiens Group is interpreted and explained. In this regard, I limited my analysis to critical discourse analysis and more particularly to the approach broached by Norman Fairclough. The analysis of the data includes written discourse, oral discourse, interviews of focus group and visual pictures. The analyzed written data is selected from the flyers that are given to the distributors by both Unicity and Tiens. The oral discourse is detected from the training meetings and conventions organized by the two companies in Casablanca the objective of which is to establish face-to-face interaction between the distributors (downline) and their leaders (upline).

Furthermore, the theoretical framework highlights the complementary part of the discourse, that is to say the visual grammar. Such section allows me to consider the power produced by the images that are presented to the viewer. In fact, visual grammar serves as a communicative mechanism through which the images of MLM companies endeavor to exercise a certain power on the viewer/receiver. In addition to that, the images transmit hidden ideologies that are intended by the companies in question. Being as such, visual grammar, as an approach, besides making the viewer conceptualize reality as it is constructed by MLM companies, contributes greatly to the unfolding of the hidden ideologies. Visual grammar, therefore, plays the same role as that of critical discourse since both of them attain the same conclusion.

Chapter III deals with data analysis and the discussion of the findings. The analysis focuses primarily on three main aspects upon which CDA is essentially established: power, hegemony and ideology in attempt to decipher to what extent MLM discourse exercises certain power over Moroccan society and at it propagates certain ideologies that are alien to our society.

In addition to that, this chapter displays the effect produced by the MLM discourse on the individuals as it ignites them to affiliate blindly in these companies.

The focus group interviews, however, presents an opportunity for me to juxtapose MLM discourse with that of the individual. The association of the two discourses allows me to draw an analogy at a close distance between the two. In this regard, if MLM discourse is deemed to be a thesis, the one of the focus group is considered as an antithesis in which the desperate distributors display and confirm their reactions towards the hidden ideologies, the manipulative language and lack of experience in this affair.

Given the different problems that face the international marketing and the global marketing especially the enormous expenditures on transportation and advertisement, among others, MLM marketing attempts to avoid all these troubles by dealing directly with the distributors and the consumers. In addition to this global marketing faces other impediments, especially terrorism, fair trade, green trade, anti-Americanism, global warming. All these weaknesses warn MLM companies to think of other strategies through which they can sell their product safely and with lower expenditures. To concretize this strategy, the companies draw a direct contact with both the distributors and the consumers through the means of linguistic communication. MLM organizations, therefore, find the discourse, be it written or spoken, the most convincing tool to coax the population.

Data collection

To cover the different issues of the discourse of MLM organizations, I opt for a variety of resources ranging from the flyers, meetings, the speeches of the leaders, recorded videos, brochures and booklets, focus group interviews. This variety allows me to see the discourse of MLM companies from different perspectives, on one hand, and the discourse of population, on the other. Such duality is deemed to be confrontation between the two opposed sides. In other

words, the combination of these divergent discourses allows the study to consider how MLM companies endeavor to convince the consumers, reversely the discourse of the consumers represents the counterattack of the latter side.

In this connection, the flyers, booklets, leaders' speeches etc. stand for the discourse of persuasion while focus group discourse represents the response of the population. In addition to that, the use of the images that displayed in the flyers, brochures and booklets helps in completing the ideological tools upon which MLM companies depend to coax the consumers and at the same time their attempt to spread their proper cultures worldwide.

The choice of the focus group interviews has another function in the study. It limits the analysis to the use of qualitative method, instead of opting for mixed methods. This choice, makes the study to remain faithful to the hypothesis of the approach of CDA which revolves on the use of language be it written of spoken, without depending on the general assumptions of the population.

The analysis of focus group interviews follows systematic steps, ranging from providing a description, though not in details, of the discussion and at the same time, summarizing the respondents' answers, remarks and suggestions, observing the respondents' tone, statements and words. To achieve this objective, scholars distinguish among three main distinct perspectives: constructivism, phenomenology and interpretivism. Constructivism that derives its prospects from psychology, sociology and cultural anthropology, posits that the members of a social group reflect the way they objectively and generally share, or they fail to do so, some views about an issue. On the contrary, phenomenological approach is rather individualistic and subjective and is interested in the response of the individual and the way he/she is different from the general consensus. Finally, the interpretivism approach that derives its parameters from ethnography in particular takes into account the individual's words and actions that is to

say his/her verbal and non-verbal ways of expression, concentrating on which aspect is more dominant in the discussion.

Along the question-answer process of the focus group the participants spontaneously produce some reactions in their responses which the moderator can identify and observe. This encourages the moderator to focus on identifying and observing some features with which the participants are characterized. First, there are 'intensity' and 'expression' through which the interviewees proceed in their conversations and reflect their emotions and their feelings towards either the questions or the other participants' responses. Second, the other features that the focus group usually demonstrate is the issue of 'reason versus reactions', in the sense that how the individual is supposed to face the group. Third, the focus group also raises the problem of 'doubt and disbelief'; this issue entails the clash between the individual's standpoints, either being a dominant or can influence the group; conversely, the conversation may prove the opposite that is the individual yields to the influence of the groupthink. Finally, the focus group produces the confrontation between 'individuals versus the group'; such a state reflects the way the individual(s) represents a social segment –profession, age, lifestyle … etc.

The study falls on the analysis of the discourse of two MLM companies Unicity and Tiens since each one of them stands for a specific political background. While the former derives from a purely capitalist space, that is USA, the latter originate from a communist environment, that is China. The choice of two extremes clarifies the ideological strategies adopted by each one of them in their discourses and their images.

Unicity

Unicity is an American organization which was founded in 1903 and which depended on food supplements. It was based on three main strategies, first wealth, second health and third freedom. The organization has more than 40 franchises all over the world in addition to the

headquarter in Ohayo, there are others in Thailand, France, Canada, UEA, Algeria, Kuwait, Oman, Jordan, to name but a few. Unicity has more 400 products all of which are supplement foods. It was considered as one of the biggest organizations of producing supplement foods and cosmetics. Statistically, there are thousands of organizations producing the same products but only 17 of them whose turnover is of more than 1 billion US dollar a year and Unicity was one of them; in 2018 its turnover reached 3.2 billion USA dollars. Unicity is the merger of Enrich Company, the first company to have put vitamin Capsule in 1972, and The Rexal Company that carried out research and studies on the food supplements since 1903.

The analysis of the discourse of the flyer of Unicity

GETTING STARTED RIGHT
6 STEPS TO SUCCESS

1. START
   GET STARTED
✓ **Pick A Starter Pack**
✓ **Lock In Your Spot**
✓ **MANAGER IS BEST**
✓ **Or Work Your Way Up**

2. USE
   Start Using the Core Products Right Away!
✓ **Create Your Own Story**
✓ **Commit to AutoRefill**
✓ **Explore & Try Other Unicity Products**

3. SHARE
   SHARE UNICITY'S PRODUCTS & OPPORTUNITY

MAKE A LIST ... WHO DO YOU KNOW THAT WANTS OR NEEDS TO ...

✓ **Lose Weight?**
✓ **Regulate Blood Sugar, Cholesterol, Triglycerides, Digestive System, etc. naturally & without side effects?**
✓ **Start the day with a quick, tasty, and nutritious breakfast?**
✓ **Have the energy & mental clarity to make it through the day without spikes, crashes, and jitters?**
✓ **Make more money in an honest way with no risk?**
✓ **Spend more time with their family without a reduction in income?**
✓ **Have more personal & financial success than they've been able to create with their job or profession?**
✓ **Get paid what they deserve instead of what their job is worth?**

4. BUILD
✓ **Start Your 3 Legs to Diamond**
✓ **Enroll & Place Your 1st 5 Partners in Your 1st Month**
 Watch the Video & Download the Team Building Worksheet at PGDSystem.biz

5. CONNECT
✓ **Watch the DMO Training Videos @ PGDSystem.biz**
✓ **Monday Night Primetime**
✓ **Wednesday Webinar**
✓ **Team Training with your upline**
✓ **Local Trainings & Events**
✓ **Super Saturday Webinars**
✓ **Social Media**
✓ **Regional, National, & International Events**
✓ **Register for Reward Trips so your points will be tracked**

PLUG IN TO THE SUPPORT SYSTEM

6. ADVANCE
 MOVE UP THE RANKS
BUILD A SOLID BUSINESS
DUPLICATE

RANK	POINTS	BONUS
DIRECTOR	**5.000**	**$2.000**
SR. DIRECTOR	**10.000**	**$3.500**
EXEC. DIRECTOR	**25.000**	**$5.000**

PRESIDENTIAL DIRECTOR	50.000	$10.000ank
PRESIDENTIAL SAPPHIRE	100.000	$20.000
PRESIDENTIAL RUBY	150.000	$30.000
PRESIDENTIAL DIAMOND	250.000	$50.000
DOUBLE DIAMOND	500.000	$150.000
TRIPLE DIAMOND	1.000.000	$500.000
CROWN DIAMOND	2.000.000	$1.000.000

Tiens group

If you fulfill all the below questions then Tiens WELCOME YOU!!!

1. **Do you have to work hard all days to earn a livelihood for yourself and your family?**
2. **Do you have been working for years but still no reputable Position, no prominent Car, no own House, no good Salary, no own Business?**
3. **Do you have to listen to your irritating boss daily and can't even take control of your own life in spite of your Boss?**
4. **Are you Happy or Satisfied with your current position in Market even you have a lot of potentials?**
5. **Can you fulfill your Dreams of Big Home, Luxury Car, Handsome Income, Own Business, International Traveling, working on this same position within 3-5 years?**
6. **Do you see yourself doing the same job for the rest of your life or YOU are looking for a better OPPORTUNITY?**

If your answer to last question is BETTER OPPORTUNITY then Tiens is for you. We will help you fulfilling your Dreams, how we helped others Achieving this.(See RoleModels Tab)
We will show you how to develop your own Franchise Business with no investment.
Go through our Business Model and you are all set to contact US.

What you require for this Business?

For this Business, no Higher Education is compulsory, no special capability is demanded and no Professional Experience is required. The only prerequisite is your skills, willingness to work hard and desire to excel. As you do Tianshi Business, there are no virtually risks. You do not have to hold any investment, any inventory and any employees. Tianshi has taken care of all the rest.

Once you join Tianshi as Consultant/Distributor, you will be able to benefit from the vast resources of the company. All the assistance and training will be provided to you. Tianshi is one big and Happy family, spreading all over the world and you may make Great achievements with your partners-downlines together.

Welcome to a Happy Family of Millions across the Globe.

Why TIENS as a Career?

TIENS is serving humanity from last 17 years & its international recognition can be estimated by the following figures.

Tiens Global Achievements:
Working as Registered company over 110 countries, All over the world its business is established in 210 countries. It has 50,000 Franchises all over the world.
"Awards Given by Tiens to its Independent Distributors":(2011 FIgures)
Car Awarded: 2,547
Yatch Awarded: 455
Air Plane Awarded: 220
Luxury villas Awarded: 180
Free Tours Awarded: 8,70,000 people
Largest Gathering: 1,00,000 Attends
One & Only Private organization that is the member of UNO.

Tiens Business

As one of the world's fastest growing multinational companies, TIENS offers people from diverse backgrounds flexible working hours, a healthy working environment, and career development opportunities.

Business Opportunity

TIENS offers qualified natural products to global consumers and is dedicated to helping everyone experience a healthy lifestyle.
TIENS products are based on 5,000 years of ancient Chinese culture, and are developed using a philosophy of healthy therapy, merged with the latest innovations and research of diverse fields such as global life sciences, nutrition and health, and medical science.
TIENS has developed several high-quality and world-class product series including health foods, health care, beauty care and home care.
At TIENS, we draw inspiration from nature and use natural ingredients.
Our formulas are based on advanced science and global technology to ensure high-quality products and the perfect combination of "natural" and the "best".
TIENS products capture world trends and share professional conception.

Traditional Marketing — Producer (Rs.5/-) → S.D (Sole Distributor) R.D (Regional Distributor) W.S (Whole Seller) T (Transporter) R (Retailer) → Users/عوام (Rs.14/-); 18 کروڑ / 1 کروڑ; 9 کروڑ; 1. Purchase 2. Use 3. Recommend; TIENS — DSB → USERS/عوام

Self Empowerment

Fulfill your personal dreams, create your own unique value, develop a fulfilling career, and enjoy a happy and confident life at work and at home.

Communication at TIENS creates trust; trust fosters affection; and affection creates miracles. Happiness arises from developing and using quality products that help build a quality life.

TIENS offers training programs in many areas based on individuals' career development needs and interests including sales, economics, and public relations.

Enjoy and contribute to the unique TIENS corporate culture, and develop a positive, optimistic, determined and confident attitude.

Choice and change are constants in everyone's life. However, how to choose and how to change are the focuses for one in his or her life goal.

If you are willing to merge your career with TIENS, we will warmly welcome you with our quality products and outstanding service.

For further details,

Check our Facebook Page

or See us on +92-306-3459472

Lahoretiens@gmail.com

TiensPak.jimdo.com

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For further details,
Check our Facebook Page
or See us on +92-306
Lahoretiens@gmail.com
TiensPak.jimdo.com

Life-time Career

TIENS' marketing staff "creates wealth today, realize dreams tomorrow, and realize the value of life the day after."
TIENS provide full time or part time jobs with flexible working hours and flexible work environments for employees with diverse lifestyles and needs.
Challenging salary systems - rewards are based on the results of hard work. The more you work, the more you will be rewarded. This compensation system allows you to improve the quality of living conditions for you and your family.

GENERAL CONCLUSION

Limitations of the study

In this project, the focus falls mainly on analyzing MLM discourse together with that of focus group through Critical discourse analysis. Remaining entirely within the framework of CDA, I sense that I reduce the scope of interest and make the reader see only through the lenses of this theory, while ignoring that van Dijk, Haliday among others. However, I diminish the space of my interest because, first I have already made it clear I will deal mainly with this theory, second the framework of the thesis cannot be extended more than that so as to encompass all the other theories that deal with CDA.

The other limitation that I find myself yielding to its orders is that I deal primarily with qualitative method because CDA is basically a focus on this type of analysis, while ignoring

quantitative methods. Adopting faithfully, therefore, CDA theory with all its requirements forces me to drop an essential part of analysis, that is the inclusion of quantitative methods.

The other limitation that seems to be important is the number of MLM companies that are included in the analysis. Hence, out of hundreds of MLM companies, I choose only two as an example for this thesis. The choice, however, is not at random because I would like to compare a capitalist company (Unicity) with that of a communist regime.

Recommendations

Any research remains unfulfilled without the oncoming researchers who will fill in the gaps of the recent study. If this thesis focuses primarily on some aspects of the discourse of both Unicity and Tiens, I hope that the future researches will take the responsibility to shift the focus on other multi-level marketing discourse and pictures. In addition to that, the analysis might apply other approaches in order to fulfill the task of analyzing the discourse, especially the use of van Dijk and Halliday's approaches of discourse. These two approaches will discover new dimension of the discourse analysis.

CHAPTER ONE: GENERAL INTRODUCTION

1.1 Background of the study

The recent era is largely conceived among scholars and thinkers of different epistemological fields in terms of the commonly used prefix "multi". Many concepts that are used to be recognized as self-contained are nowadays preceded by the prefix "multi" such as cultures, languages, nations, corporations, to name but a few cases. These terms become officially known as multicultural, multilanguage, multination and multi-corporation. The prefix "multi" is so used that it becomes a casual phenomenon to the extent that it can be linked to any concept whatsoever.

In this connection, it is not weird to notice that it is also attached to the concept of marketing. It becomes as such because the complex and globalized modern era engenders a variety of social, cultural, political and economic manifestations so as to meet the needs and desires of the world's populations (Shaw and Jones, 2005). Marketing with all its complex and intricate components does not constitute an exception as it is characterized by a variety of means and tools that offer ample services to the producer and the consumer (Tadajewski and Brownlie, 2008).

By virtue of the unlimited needs of the modern consumer, marketing, in its turn, is dichotomized into different branches in order to respond and meet the various desires (Usui, 2008). This state leads to the creation of different types of marketing and each one of them seems to carry out a specific function and is endowed with specific characteristics (for more details see literature review). To deal with all these types of marketing becomes impossible and beyond the reach and the scope of this thesis; therefore, I reduce the

dimension of my concern and I focus primarily on what is termed "Network Marketing" or as it is frequently referred to as "Multi-Level Marketing".

Along the last decades of the 20th century and the turning of the third millennium, the world inaugurated unprecedented changes, ranging from social, educational, political and marketing apparatuses. The changes that cover different fields engender new forms of life, new styles of recommendation and new cultural interactions (Fullerton, 2009). Along the line of changes, marketing, therefore, paves its way in accordance with the new demands of the recent era.

In this respect, the world is no longer dealing with one and unique marketing but types of marketing come to view, and each one of them has its specific characteristics and parameters concerning production and distribution. These regulations determine the relationship between the producer and consumer and govern how the former gets into contact with the latter (Berghoff, 2003).

1.2 Statement of the problem

The change of the social system of life together with the diverse methods and procedures that are taken to facilitate the relationship between the producers/organizations and the consumers contribute largely to the rise of a set of marketing. Among these, there are "International Marketing", "Global Marketing", Direct Selling Marketing", "Multi-level Marketing" to name but a few types. The latter system has known an exceptionally rapid growth globally ever since it has been recognized in the 20s of the last century in United States.

Multi-level Marketing (MLM) has been expanded and diversified both in scope and nature. As far as the scope is concerned, MLM has not been monopolized entirely by the

USA, but it has been propagated worldwide as it is noticed that organizations are created in Europe and Asia. MLM in Europe is incredibly spread in Germany, as there are more than 18 companies chiefly Vorwerk, Jafra Cosmetics, Herbalife, Avon, Amway, Ryzoom, etc… In consonance with the proliferation of MLM worldwide, this economic system is recognized in India, Indonesia, Japan, Malaysia, Phileppine (48), Singapore, Thailand (30) and China (25). Nowadays this unlimited number of MLM companies compete among each other to control the largest population nationwide and worldwide. MLM companies are also diversified in nature. Some of them, for example, are specialized in producing cosmetics while others are dedicated to Nutraceutical products and complementary food.

In line with the rapid expansion in scope and diversification in nature of MLM, the crucial question that should be posed is why this marketing system has reached such a global rank. The same question could be put otherwise, what are the parameters that endorse the accurate cause behind the spreading out and the growth of MLM? There are, of course, some reasons behind the outgrowth and outspread of this type of marketing worldwide. The aim, therefore, of this thesis is to identify these whys and wherefores and to investigate the power they exercise upon the population. Put differently, the thesis is an attempt to outline the crucial techniques upon which MLM companies depend to influence the distributors and the consumers alike.

The expansion of MLM is due to the fact that these companies welcome distributors irrespective of their age, educational background, work expertize, age and personal experience (Albaum & Peterson, 2011). The other factor that encourages consultants is these companies provide complementary earnings occasions and free enterprise dealings.

1.3 The purpose of the study

Every researcher seems to have certain purposes and objectives that ignite his/her curiosity and intention to investigate the overall components of a specific issue. Sometimes the researcher attempts to add or modify and question the previous ideas, offers alternative arguments, and provides new conclusions. On the other hand, the researcher opts for the new aiming at tackling a new topic that has not been studied before. In this way, he/she inaugurates a novel shift of focus. In this case, the researcher endeavors to be original through adding and modifying the foregoing analysis, or introducing a new problematic issue for investigation.

As for this thesis, the rationale behind engaging in this topic has been traced back to two main agents that constitute the first cornerstone of my research. To begin with, the master program of "Business Communication" sets up the preliminary background of business and marketing with all its different aspects. When it was first accredited in 2010 in Moulay Ismail University, School of Arts and Humanities, Meknes, I had the opportunity to be selected. Along the four semester of the Master program, we studied different business subjects and which were the basic impetuous factors that enkindle my inquisitiveness to tackle the issue of the power of the discourse of Multi-level Marketing on Moroccan society. The second stimulating incentive that shakes my keenness to analyze the impact of MLM discourse is that I was an active distributor some MLM organizations, chiefly Unicity Group organization, Tiens Group International, and Jeuness Organization.

Along three-years firsthand experience with the abovementioned MLM organizations, I noticed that the latter companies had recourse to discursive techniques and language strategies with which they coaxed the distributors and consumers. They depend most of the time on the use of discourse, as a medium of communication with the purpose to convince the audience to accept willingly to be engaged in their MLM

organizations. They resort to rhetorical strategies to captivate the attendees' attention in order to make them accept their ideas and trust their claims.

In addition to the written and oral discourses that are used on a large scale, MLM companies have recourse to still and moving pictures. In this respect, the attendees witness firsthand proofs of MLM companies because they live personally the offered promises and the future aptitudes. The power and the impact of the written and oral discourse, therefore, plays a vital role in enticing an incredible large number of participants/distributors, irrespective of their age, sex, educational and social background.

1.4 Research questions and hypotheses

Any academic research should respond to determined statements, questions, aim, and hypothesis around which the different components of the thesis revolve. These factors constitute the network in the light of which the researcher demonstrates the issues he/she aims to answer through an empirically analyzed collected data. The research questions, therefore, are deemed to be the key concepts that determine the parameters of the conducted research. However, the task of the research statements and question could not be concretized in the absence of hypothesis that pave the way for the researcher to put forward a set of suppositions.

In this respect, this thesis is fundamentally based on a set of questions that are central to the conducted research. As it is stated in the purpose of the study, the thesis attempts to outline and questions the incentive agents that incite Moroccan individuals to adopt MLM as a means of to ameliorate their financial conditions. The question that is related to this issue is the following:

RQ1 -What are the mechanisms that MLM companies depend on to influence the individuals?

By virtue of the multifaceted persuasive means brought into play by MLM organization, a number of hypothesis are invoked in this domain:

- **Hypothesis one**: Language can be one of the major tools used by MLM companies to communicatetheir ideologies to the distributors.

- **Hypothesis two**: Images, be they still or moving, also play a vital role in establishing a direct link between the sender (MLM) and the receiver (distributors).

- **Hypothesis three**: Close contact creates interactional communication among interlocutors.

The thesis also revolves on another pivotal question that is related to the financial framework of the individuals and the causes that ignite them to affiliate in the MLM project(s). Such assumption leads to the following question:

RQ2 -What are the incessant needs that stimulate the Moroccan individuals to seek a means whereby they can earn supplementary income?

- **Hypothesis four**: The individuals are unemployed and opt for MLM to earn their living.

- **Hypothesis five**: The regular income is not sufficient and MLM may be a solution to the increasing financial demands.

- **Hypothesis six**: The scope of some individuals ambition is wider and far-reaching and they want to attain the higher ranks of MLM compensations.

The third question focuses on the aftermaths in the heart of which the individuals can be entangled after joining MLM companies:

RQ3 -Do the individuals (distributors) think twice before being engaged in MLM projects?

Hypothesis seven: The majority of them are attracted by the blooming future presented by MLM companies

Hypothesis eight: The distributors do not put forward any risk and do not expect that they may be in trouble afterwards.

The above mentioned questions will constitute the pivotal axis against the background of which the thesis will revolve in attempt to outline the apparatuses of MLM and how the latter serves as a magnet to captivate and control the distributors.

1.5 The objectives of the study

View that MLM companies' first and foremost aim is to entice as many distributors as possible nationwide and worldwide, they achieve through this process economic growth and guarantee their dominance. In addition to that, they focus also on propagating ideological views. The objectives of this thesis, therefore, is to demonstrate to what extent the critical discourse analysis manages to unfold the hidden ideologies that are tucked in the discourse of MLM companies.

The other objective of the study attempts to outline the impact of MLM discourse with all its manifestations on the Moroccan individuals, more particularly those who are affiliated in a way or another in these companies. Concisely, the objectives of the study will delineate how critical discourse analysis as a method serves both a means of detecting the lurked ideologies and at the same how MLM discourse influences the distributors.

1.6 The significance of the study

A critical discourse analysis of MLM discourse offers a shift in analyzing the issues related to these companies as a marketing system. Unlike the previous studies that exclusively deal with the MLM is no more than a new version of what is termed "Pyramid System", this study, therefore, marks a turning point as it focuses on the discourse whereby these companies try to convince the audience. This thesis hence contributes to developing a new perspective in dealing with the issue of MLM companies. In this way, it marks a divorce with the previous conceptualizations of tackling this issue and opens a new phase of analysis.

1.7 Research design of the study

The thesis tries to analyze MLM discourse depending on CDA. I opt for this method because it offers an adequate way to unfold the effect of MLM discourse has on the participants and also it unveils the tucked ideologies of these companies. The research design envisions also tackling analytically how some Moroccan individuals have been duped by MLM discourse. The latter assumptions are concretely drawn from interviews and observations taken along the process of data collection. In fact, the juxtaposition of MLM discourse on one hand, and the responses of the distributors on the other hand, offers an opportunity to draw an analogy between the power exercised by the former and the counter reaction of the latter.

1.8 The structure of the study

The thesis is divided into three chapters in addition to a general introduction and a general conclusion. The general introduction is an attempt to shape the different issues that will be discussed in the chapters. I will also try to display the parameters around

which the thesis revolves. Chapter one is devoted to literature review and the theoretical framework. It includes, though laconically, the various types of marketing and the way they operate so as to make it easier for the reader to identify which type the thesis is dealing with. Chapter one is also introduces the theoretical framework that is devoted to introducing discourse in general. Chapter two is consecrated to methodology that covers the theory of critical discourse analysis and its functional process in demonstrating the relationship between the hegemony of the powerful and the submission of the weak. Besides this, this chapter introduces the role of what is termed visual grammar in serving as a communicative vehicle that establishes a link between the sender and the receiver. This chapter outlines the perspectives against the background of which the discourse of MLM companies will be analyzed. The last chapter is devoted to the analysis and the discussion of the collected data. It develops the discursive mechanism whereby MLM discourse serves as a tool to manipulate the audience and control their minds and hearts alike. The general conclusion, besides summarizing the overall of the thesis structure, questions the credibility of the theory of critical discourse analysis and attempts to show its limitations.

CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK

I-   Literature review

As the title suggests, the thesis is an attempt to question to what extent the discourse of the multi-level marketing can influence the Moroccan society. In this relation, the process of introducing the different types of marketing, the notion and function of discourse, the characteristics of critical discourse analysis, social semiotics, in addition to culture and the impact of the globalized world will constitute the outlining of the literature review of this thesis.

2. Defining marketing

Marketing, as it is the case of so many other concepts chiefly culture, communication among others, is deemed to be a multipart term that needs to be insightfully studied and analyzed on account of its nature which is so diverse and opened on multifaceted dimensions. In addition to that, its scope is so wide that encompasses all that is related to product distributions and moneymaking. On the strength of the opaque dimension of the term in question, it is crucial to determine the different aspects around which the realm of marketing revolves. In reality, besides being introduced individually as a single concept 'marketing', the klatter term is invariably used qualified with different adjectives which determine the nature it deals with in the world of business.

What is noteworthy is that such incredible diversity of marketing is primarily ignited by the strategies that are taken into account to "marketize" the products. The operation brings to existence about one hundred fifty nine (159) types of marketing

strategies. All of them have recourse to a very specific tactic or method whereby they aspire to coax the audience.

Among these, we can identify a rather long list of the concept marketing, each of which seeks to introduce a new era of business and brings up new strategies of profit making. The list, therefore, incorporates the following terms: marketing, global marketing, marketing mix.

2.1 Traditional Marketing

Traditional marketing, as the title connotes, has recourse to traditional mechanisms chiefly radio, television, magazines, catalogues in order to respond to the needs of the consumers. The organizations market their products through the medium of recognizing the needs of the consumers (Philip Kotler, 2003). Traditional marketing depends on some tools to establish a relationship between the producers and the consumers such as print (any print media newspapers, brochures); broadcast radio and TV); direct mail (fliers, catalogs, letters); telemarketing (to call the consumers or give cold calls).

Traditional marketing has as much advantages as disadvantages. The advantages range from the faster results especially when the ads works effectively and suitably, to the durability of its materials; in addition, traditional marketing is famous for its trustworthiness. On the other hand, various disadvantages color the system of the traditional marketing namely the problem of measuring the potential and concurrent difficulties; then there is the issue of the high cost of management; the difficulties of establishing a medium of communication between the traditional marketing based organization and the audience is a case in point.

By virtue of the various definitions with which marketing has been endowed, chiefly along the twentieth and twenty-first century, it is unavoidably predisposed to a large set of meanings. It can be categorized according to its multifarious functions, objectives, activities and process; the abovementioned taxonomies enhance the problematic issue of confining the term into a one-sided or rather a clear-cut definition. In this connection, *Macmillan Dictionary of Marketing and Advertising* by Michael J. Baker points out that "Universally, there is no agreed upon or single definition of marketing". Clearly, because it settles on the relationship between the producer and the consumer, marketing is defined, according to Brech (1953) as "the process of determining consumer demand for a product or service, motivating its sale and distributing it into ultimate consumption of a profit" (p.156). In this sense, marketing's role aims at bridging the gap between the producer and the consumer, providing the mechanisms of responding to the needs of the latter while warranting the credibility of the former.

Marketing is also constituted of a set of activities, namely in orienting the procedures of producing products, selling goods, preparing and diffusing services nationwide and worldwide. The scope and interest of its activities, therefore, are various enough to target the various apparatuses of business. In this regards, Drucker (1954) points out that:

> Marketing is not only much broader than selling; it is not a
> specialized activity at all. It encompasses the entire business.
> It is the whole business seen from the point of view of its
> final result, that is, from the customer's point of view.
> Concern and responsibility for marketing must therefore
> permeate all areas of the enterprise (p. 156).

Cowerce, Huegy and Mitchelle (1965) seem to draw the attention of the reader to rather broader activities with which marketing is endowed. In addition to selling, they focus on the ways goods are normally flowed through nations, the strategy of creating the adequate time and place for the products, the procedures of transportation, deliverance and storage of the merchandise. They cogently list the different activities that characterize the framework of marketing, emphasizing the various concern and focus of marketing:

Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user.

    a- Marketing is the creation of time, place and possession utilities

    b- Marketing moves goods from place to place to store them, and effects changes in ownership by buying and selling them.

    c- Marketing consists of the activities by buying, selling, transporting and storing goods.

    d- Marketing includes those business activities involved in the flow of goods and services between producers and consumers (p. 156).

Marketing, in principle, is systematically regulated by certain functions that maintain the harmony among its different constitutive components be they social, ethical or technical. The foremost, objective of marketing function then is to determine the parameters that help not only in the creation of contacts but also in proliferating and entrenching them. The more the organization adopts and controls the know-how strategies of consumption needs the more it promotes its dominance over the market. To illustrate this point, Bartels (1968) clarifies some functions of marketing and determines their roles, stating that

Marketing is the process whereby society, to supply its consumption needs, evolves distributive systems composed of participants, who gninteracting under constraints – technical,

economic and ethical (social) – create the transactions of flows which resolve market separations and results in exchange and consumption. (p. 156)

As it is spontaneously proclaimed by marketing experts and consultants, marketing or rather the right marketing is to keep a faultless strategy among what is termed by Londre "the nine P's (9P's)" so as to meet the ideal objective business dealing. The right marketing is to establish a bridgeable bond between 1-**p**eople (customers), 2- **p**lace (environment), 3-**p**roducts (goods), 4-**p**rice (the cost), 5-**p**lanning (scheduling), 6-**p**resentation (management), 7-**p**artner (co-worker), 8-**p**romotion (encouragement) and 9-**p**assion (ardour). Londre (2018) puts more emphasis on the 9P's and considers them as the founding pillars of any successful business, pointing out that:

Be sure your company is taking good care of their customers (**People**), and having the right **Planning** and targeting, the right **Product or Service**, right **Place** or distribution, right **Price**, right **Promotion**, right **Partners**, and the right **Presentation**, with the right amount of **Passion** in delivering the 9P's of Marketing.(p. 2)

Later on, and only in one sentence, he summarizes laconically the whole postulation of an infallible marketing procedures, affirming that "If it's worth doing right then do it right with the Nine P's of Marketing." (Ibid. p.3). In fact, Londre (ibid) enhances his article with various definitions with the attempt to cover the whole process and framework of marketing; they seem sometimes to be minimally expressed differently while referring to and demonstrating the same ideas. The definition, however, that comprehensively comprises the entire framework of marketing is the one Londre (ibid) quoted from the

American Marketing Association as it covers the different components that constitute business. He states that:

> The AMA (American Marketing Association) defines **Marketing** as the "Activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. This definition takes into account all parties involved in the marketing effort: members of the producing organization, resellers of goods and services, and customers or clients. (A Preface to Marketing Management, 13 edition, J. Paul Peter, James H. Donnelly, Jr. 2012; Advertising, 2E, Arens, Schaefer, Weigold, 2015). (Quoted by Larry Steven Londre (2018)

The definition refers to a large set of proponents which form the basic background of marketing chiefly the processes of creation, communication, deliverance, exchange of offerings, customers and partners among others. The problem does manifest itself from these components as it is displayed by the different types marketing(s) because each type depends on specific strategy and method whereby it markets its merchandise. Due to the fact that the list of types of marketing is a rather long one, I will simply mention them without providing their definitions and their specificities. This will be added, of course, in the appendix for those who search for extra information.

Out of 159 types of marketing, I select only the most commonly used ones as it is in the following examples:

Internet marketing: It is also called online and digital marketing and the opposite of offline marketing; it depends primarily on the use of video advertisement and e-mail marketing. The success of internet marketing lies in the multitudes of web sites it governs.

Database marketing: It shares many aspects with direct marketing though it deals specifically with analyzing data. It is called so because they rely on the analysis of the statistic data in order to make an adequate model that might meet the needs of the customers.

Direct marketing: As the name connotes, direct marketing deals directly with the consumers via sending them messages. It encompasses three other types that are direct selling, mail marketing and telemarketing.

Direct mail marketing: It is also called "junk mail" because customers are usually surprised by these mails; clients especially of the same eras are normally bombarded by paper mails containing a long list of products in addition to details about the latter promotion, information and addresses.

Telemarketing: It is also named 'cold call marketing'; in principle, it is a type of 'direct marketing'. Telemarketing's main objective is to give call to customers and proposes the kind of products it has. Its success depends on finding the right client who wants the immediate and the right product.

Reverse marketing: It is called so because it is the customer who seeks to know the firm that produces the product and not the other way round. For instance, if the firm markets a very effective product, the consumer is willing to know and contact that firm.

Mobile marketing: To put in simple words, mobile marketing benefits a lot from technology advancement, more particularly with the advent of

'Apple's iphone'. It reaches its clients through SMS, in-game and banner marketing.

B2B Marketing: (Business to Business marketing): It refers to any form of business irrespective of being private organization or belonging to the public sector especially to the government or it may be also individual. B2B marketing means a company sells directly its products to another company whereby the latter makes business.

B2C Marketing: (Business to Consumer marketing): It targets solely the customers that predisposed to buy its products. In this connection, in order to widen the scope of its customer base, it focuses on different means and techniques: door to door, newspapers, TV and radio advertising, promotion**.**

Viral marketing: It is referred to as such because it widens and proliferates in no times as a virus is likely to do. Its aim is to make a brand reaches a large number of people in a very short span of time so as to dominate the market.

Affiliate marketing: This type necessitates the ineluctable and interlinked presence of four constituents which are: the Merchant-producer, the

Network whereby the link is affiliated, the Publisher or the owner of the website and the Customer.

Promotional marketing: It is the strategy through which companies resort to techniques to incentivize the customers to buy their products; among these we can include price reduction, giving coupon of low price products, offering free samples before the customers can buy one.

Guerilla marketing: This is the most low-cost marketing, but it requires much energy, synchronization and craftsmanship so as to keep the consumer spellbound. It is the technique of making business out of small budget.

Referral marketing (Word of Mouth marketing): It is so called because it depends on the consumer/customer to refer another consumer/customer to the product of a specific firm or company. Though is considered the "less strategic type of marketing", it evolves successfully because a word-to-mouth marketing it extends its dimension via social media.

Social media marketing: It is the way companies merchandise their products and also services through Internet by using the prominent vehicles of social media such as Facebook, Youtube, Twitter to name but a few.

Niche marketing: Literally, a niche market means a "small and specialist, profitable market". It focuses on small portions that needed in a

market rather than competing on large scales. It appeals to the immediate desire and need of the consumer.

Drip marketing: The name is derived from "to fall one drop at a time". It is the operation of scheduling emails that target the objectives of a very particular customer base. It consists of preparing of a number of software marketing emails that will 'drip' over time to specific consumers.

Search Marketing: It is also referred to as "Search Engine Marketing (SEM); it depends on promoting one's business through engines, especially Google, Firefox and others. The companies therefore do not limit their ads to a website, but they enlarge them via "the sponsored section of search engines".

Trade show marketing: It is the way the companies exhibit their products in shows, be they public or private, in the attempt to reach and win a large customer base.

Article marketing: The businessmen often write articles where they introduce their products and everything related to them. They also add their contacts in case a customer wants to establish a relationship with them.

Newsletter marketing: The companies can promote their organizations by in touch with clients together with seeking new potential customers

through emails whereby they catch the attention of people and at the same time make them in the know of the updated products.

Inbound marketing: it is the process whereby the consumers find the company in the hope of getting the product/service through what is call search engine which displays all the looked for results.

Outbound marketing: It is a traditional form of marketing that attempts to attract potential customers. It depends on private and public shows in addition to cold calling, newsletters, billboards and websites.

As it is obvious, the above types of marketing are laconically dealt with since each type resorts to certain strategies and methods so as to introduce its product and seek to win a larger customer base. However, such brief abovementioned definitions do not concern at all some other forms of marketing, more particularly what is called global marketing or international marketing, mix marketing and multi-level marketing. The latter ones, in reality, need accurate and in depth analysis due to the intricate framework upon which they are founded and to the political, social, economic and cultural problematic issues they face in order reach a worldwide recognition. Various and hard-wearing are the tasks that formulate the basic tactics needed to face the problems of local markets and then to be equipped with fundamental strategies to cope with the foreign environment challenges. These include competition with other firms, meeting the needs and the tastes of the cultural background of the overseas nations and finally to envision the omnipresence threats of terrorism and anti-globalization thwarting obstructions.

2.2 Global marketing

In principle, by virtue of dealing with the globe at large, global marketing's foremost fundamental standard is to be constituted upon rather larger substantial procedures. The flow of products and services worldwide, therefore, ignites the multinational organizations to study the world market and plan how to reach it. It aims to produce goods that meet the larger population possible, to exhibit and introduce the products or the services through different means, to promote and restructure them so as to respond to the international order, and finally to be endowed with competitive skills to be flawlessly ready for any unexpected adversities.

On account of the complex nature of this form of marketing together with the wide scope of its constituents that need tens of pages to be extensively covered and also because this type of marketing constitutes only a minor point in this thesis, the analysis will be drawn solely on the most prominent agents and factors.

2.2.1 The factors behind the proliferation of global marketing

By and large, the creation of whatsoever phenomenon does not usually comes out of the blue, but there are always some factors that contribute in a way or another to its existence and development. Such a hypothesis is also true for the notion of global marketing as a number of contributive and interrelated vehicles spawn its existence. Among these, we can first select the advancement of technologies; it is undeniably true that the twentieth and twenty-first centuries have known an unprecedented progress in technology inventions that cover all the sectors of our daily life. There is no field which is free from the interference of technology to the extent that it becomes an omnipresent factor that orients the minute activities be they commercial, medical, financial, industrial, to name but a few sectors of the recent era. Then the unprecedented development of

telecommunication is as important in the expansion of global marketing. In fact, the advancement in telecommunication means contribute largely to the proliferation of marketing, notably the global one. The smart devices employed in organizations pave the way for the businesses to deal their companies from afar. Put differently, the advent of Wide Area Network (WAN), the application of Digital Subscriber Line on a large scale, the development of Radio Frequency links (RF Links), the entire dependence on Satellite Communications and Power Lines, the development of the Smart-Phones, the highly developed PCs and tablets, the businesses can control and orient through simple click their business from any point in the globe without being personally present. Johny K. Johansson (2009), influenced by Drucker (1994) in his assumption about the development of technologies and their drastic consequences on global marketing including other sectors, affirms that:

> Behind the development toward a more global marketplace lies a revolution in **global communications.** Satellite television broadcasts have eliminated national borders in mass media. Fax machines and other advances in electronic telecommunications have made it possible to develop company information networks that rival government intelligence operations. Online messaging via the Internet makes global communication instant and virtually cost-free. Today it is possible for headquarters to participate directly in decision making in any subsidiary. Managers can direct operations any place on earth from airplanes and automobiles; even when they're on vacation they can be seen on the beach talking on their mobile phones. (p. 5)

As a third point, the incredible growth of organizations across the world together with the increase of multinational companies infuses more new blood in the progress of

global marketing size. Along the second half of the twentieth century, only a few organizations –no more than 12– were able to reach a large customer base worldwide; the last decade of the last century together with the turning of the twenty-first century, the world witnesses an unmatched increase in multinational organizations, notably Americans, Japanese, German, British, French companies, among others, of course. As a forth factor that galvanizes the speed of the expansion of the global marketing, there is the incessant increase demands for the internationally recognized brands and high quality products. To keep in touch with the new fashion and the novel style, consumers, be they males or females, opt for the updated products. On their part, the companies bombard the global market with incessant new products so that they might meet the different tastes of consumers with various cultural backgrounds. Finally, the expansion of globalization scope and its acceptance as a business order despite severe oppositions opens the doors before the incessant increase of multinational organizations and hence the spreading out of global marketing.

2.2.2 Challenges to global marketing

Several factors contribute largely in the frustration of the global marketing and threaten to derail it from its solid truck or even to extirpate its very roots. Factors such as anti-globalization, terrorism, anti-Americanism, fair trade, global warming, green trade, the flat world, the Dubai phenomenon and regionalization constitute an omnipresent and everlasting challenge to global marketing.

The turning of the third millennium has witnessed several intermittent incidents which proclaim strongly the drastic and negative aftermaths of globalization. By and large, the grounds of anti-globalization movements are as various as their objectives and

the procedures they take in their objections, running the gamut from the actual events to the potential effects.

2.2.3 Anti-Globalization

Various are the stimuli that contribute largely to the spawning and proliferation of globalization along the last decade of twentieth century and the dawn of the twenty-first century namely private accumulation of wealth, centralization of economic power, the emergence and establishment of "multinational politico-economic organizations", the democratization of the nations, cultural homogeneity. Such political, economic, financial moguls inaugurate "vicissitudinous transition process" with which the globe has been entirely inflicted. Lai On Kwok, in his thesis(2014), demonstrates that "Globalization is a constructive phenomenon, which has the characteristics of infectiousness and diffusibility, influencing the aspects of politics, economy, and culture in human society and also affecting the change of the Nature as an ecosystem for all beings." (p. 37). All these instruments, among others indeed, generate an unbridgeable gap of power relations between the rich nations which become richer and the poor states which become poorer. Such inequality gives birth to anti-globalization reactions on the part of the exploited countries, proclaiming the right for equal wealth sharing. In this connection, he further asserts that

> … anti-globalization movements have been organized in different parts of the world for giving the profound reflection on the political, economic and social issues, including the inefficient administration of global governments, the unrest of society, the violation of the rights for low-middle class, the problem of environmental pollution and the dropping-down of people's living standard. (Ibid. pp. 9-10)

After the historical incident of "The Battle of Seattle" in 1999 to protest against WTO, the 'anti-globalization' concept was coined by the American media (Graeber, 2002, p.63) and has become a buzzword that stands for any individual or collective demonstration against globalization. It is noteworthy, however, to state that many activists have refuted the term 'anti-globalisation' diametrically, insisting that such a concept goes beyond the framework of business and economy to include, as Catherine Eschle (Ibid.) points out the problems are related to

> phenomena associated with *economic* globalisation: the increasing power of corporations, the growing role of international financial institutions, and the neoliberal policies of trade liberalisation and privatisation propounded by the latter and from which the former benefit. These are seen to produce economic inequality, social and environmental destruction, and cultural homogenisation. They are also accused of leaching power and self determination away from people and governments – of being anti-democratic. (p. 11)

Following the same stream of argumentation, anti-globalization demonstrations have been organized by what is recognized as social movements which act under the umbrella of what is generally called activism. Even the concept activism is, in reality, so broad that it encompasses a variety of related terms that are deemed to be included in the same cluster and target the same objective. In this relation, Catherine Eschle in her article "Constructing 'The Anti-Globalisation Movement'" (2005) points out that social movements work under the 'mobilization' of individuals with the same interest to voice their disapproval or dissatisfaction, affirming that:

Some theorists include mobilisation on the basis of identity, others emphasise shared interest; some emphasise irrationality, others rationality; some emphasise formal organisation, others horizontal networks; some institutionally-orientated lobbying, others extra-institutional activism. I want to suggest that all these forms and orientations can be part of movement activism; indeed, they can co-exist within the same movement. (p. 4)

She further states that anti-globalisation is not confined primarily to the world of business, but it widens its scope to comprise social, gender, economic and environmental problems; she insightfully points out that "Clearly, 'the anti-globalisation movement' does not operate outside globalised economic, gendered, racialised and geopolitical power relations but is bound up within them and reflects them." (Ibid. p. 8)

In this regard, dissidents of anti-globalization has taken advantage of the bad consequences of some multinational products on the local consumers, as it is the incident that took place in Belgium when it was reported that pupils fell sick after "drinking Coke" (Ibid. p. 6). Others object and disprove against the supremacy and dominance of foreign product while marginalizing and subordinating the local ones; the best example to be introduced in this relation is the occasion of Indian demonstrators who "trashed a KFC [Kentucky Fried Chicken] store in India for undermining local businesses" (Ibid. p. 6).

2.2.4 Terrorism

In the recent era and more effective than before, terrorism has become a real and potential threat that hampers the course development and the stability of profit making in general and marketing in particular, be it local or global. As nebulous concept that takes a variety of actions and objectives, terrorism requires conceptual clarifications. The

concept terrorism is considered a much contested term which is manifested under multi-causal practices and also it is a multi-dimensional and multi-objective phenomenon.

The causes that generate terrorism are various, ranging from social drives to politico-religious and economic motivations. In this respect, some terrorist groups act under the proclamation that the multinational organizations engender social problems, namely in promoting misery and exploiting human and natural resources of the developing countries. Bombing attacks, therefore, target these organizations as retaliations. The politico-religious factor is also deemed to be a prominent phenomenon under the umbrella of which terrorism works. The last decade of the twentieth century together with the turning of the third millennium have witnessed several terrorist attacks that have shaken and disturbed the market flow of multinational organizations, business owners and tourism. According to Madanoglu, et al, (2010) bombing attacks in Spain, Turkey and Indonesia did affect the stability of tourism in these regions and hence had a drastic aftermath on their economic base (Wall, 1996). Nigeria has also experienced the same fate when a major petrol pipe was bombarded by terrorists and the exportation was reduced; thus according to Andrew G. Karolyi (2006), "a major pipeline in the region was bombed suspending the daily flow of 226,000 barrels of oil, about 10% of Nigeria's average daily output of 2.6 million barrels." (p. 2). Following the same stream of arguments, he later on affirms that:

> Such events remind us that terrorism is an important geopolitical
> risk that affects the global economy and financial markets. The
> immediate impact of terrorist attacks on financial and commodity
> markets are predictable in that they lead to increases in investors'
> risk aversion. (Ibid, p. 2)

In reality, out of an unlimited number of terrorist attacks worldwide, the selected abovementioned incidents are but examples where terrorism is proven to be an omnipresent menace to economy and global marketing in particular.

2.2.5 Anti-Americanism

To contextualize anti-Americanism in the historical framework, it is noteworthy that it has become a buzz term in the turning of the 21st century. Ever since it is recognized as a commonly practiced concept, anti-Americanism is deemed to be a rather contested word characterized by ambivalent connotations, ranging from a positive feeling towards America to a negative reaction against it. Such two-minds propensity springs from the way nations, especially those of Latin America and Europe, visualize the economic, cultural, social and political hegemony of United States of America which has become omnipresent in their very life. The problem of anti-Americanism has not been limited to a very few, but it has become operational on a larger scale and developed to what is termed mass-reaction or mass-level anti-Americanism.

Latin Americans, be they common people or elite decision-makers, conceptualize variously USA, depending whether they gain or they lose. For those who profit they are pro-Americans while those who do not gain are anti-Americans. But the operational problem that constitutes a critical situation is the issue of mass-level reaction to American economy in Latin America. According to Andy Baker and David Cupery (2013) Latin American anti-Americanism poses great difficulties for the American co-operations and organizations, affirming that:

> Most observers claim that anti-Americanism has increased since
> September 2001, a prospect that could have a long list of concrete
> (and to some undesirable) consequences: greater difficulties for the
> United States in securing cooperation from foreign governments

and thus fulfillment of its foreign policy goals, threats to US commercial success in global markets (e.g., from consumer boycotts), and an increased risk of violence against US citizens (quoted in Gould2009; Nye 2004). (p. 107).

As the abovementioned citation shows, the mass boycotts declared against the American organizations together with the attacks and bombing that targeted the American citizens pose great challenges to the American global marketing in Latin America. Similarly, the American policy is deemed to be an added factor which threatens its overspread organizations in Latin America; in this connection, Andy Baker and David Cupery (Ibid) agree with Morris (2005, 27) and Sweig (2006, 43) in viewing that USA is conceived as both an 'agent' and as a 'symbol' of hegemony, exploitation and capitalism. It is a fact that increases the problem of anti-Americanism in Latin America. In this relation they stress that:

> In this formulation, the United States is both an agent and a symbol of global capitalism. As an agent, part of US foreign policy is to promote or impose— through the International Monetary Fund (IMF), the Washington Consensus, and its own multinational corporations—free-market policies in Latin America and, historically, to "underdevelop" the region. As a symbol, economic globalization is considered synonymous with US influence (quoted in Morris 2005, 27; Sweig 2006, 43).

Following the same string of argumentation, the mass-level of anti-Americanism is intensified on account of the USA incessant interference in the Latin Americans affairs, be they economic, political or commercial. Whenever there are decisions which go against the benefits and the recognized standards of USA, the latter, righteous as it seems,

interferes 'brutally' to retrieve and maintain its unquestionable rights. Andy Baker and David Cupery (Ibid) summarize Smith (2008) and include a long list that shows that the Americans interfere in the very details of Latin America.

> After all, the region has been more frequently victimized by US meddling than any other set of countries in the world. Over the past two centuries, the United States has annexed territory, colonized and occupied independent states, embargoed trade, invaded to collect debts, staged coups, removed democratic leaders, backed brutal despots, expropriated land, dominated trade and investment relations, and sponsored violent insurgencies in Latin America (quoted in Smith 2008).

Anti-Americanism in relation to Europe will be dealt with on the light of the assumption of Pierangelo Isernia who conducted an empirical research in his article "Anti-Americanism and European Public Opinion" (2005). In this particular article Isernia focused on four Western countries, France, Germany, Italy and Britain in attempt to outline the percentage of the people's opinion about USA and Americans. The research stresses different attitudes of the four countries and varies according to each historical incident; for instance, France usually notes the lower positive percentage (20) while it is higher in Germany and Italy (50); whereas it is middle in Britain (48) (the figures are given according to Isernia, 2005). The tension between the abovementioned European countries and USA is frequently occasioned by the prominent domination of USA in all ratified deals, a fact which normally engenders a counter reaction of its allies, especially France. The occasions of tensions are as various, namely European Defence Community, Suez crisis, Vietnam war, NATO Euromissiles, to name but a few. However, the occasions of being pro-Americans are also very frequent when it comes to a general benefit. USA received much sympathy after 9/11 attacks from the four countries which

support it largely; they also strongly ally with USA in the first Gulf war; things, nevertheless, change in the second Gulf war when France and Germany refuse to join USA and Britain, seeing that it is unjust to support the whims the USA president G.W.Bush.

What is noteworthy, however, is that despite the fervent tensions between USA and the four countries that are entailed by the American policies, the economies remain intact. There have been no official and governmental declared embargoes imposed on USA products; the boycotts that are experienced remain individual decisions. On the whole European anti-Americanism is more likely linked with psychological attitudes and political conflict rather than touching the commercial framework.

To the core, Andrei S. Markovits (2003) went, however, even further or even more radical in his assumption about the European and American exchanged allegations. He insists that the scope of tension has become so wide in the last few years to the extent that it encompasses all sorts of relationships, leaving no aspect behind. He assumes that "American-European relations have reached a nadir over the past few years. No aspect of public life has remained immune to this tension fraught with recrimination, antipathy, even open hostility." (Ibid. p. 2). Along the same string of argumentation, Paul Hollander (1992) was more accurate in his delineation of American-European relationship than Markovits was. Hollander implemented his assumption with all the details around which the tension between the two aforementioned sides revolves, affirming in his famous book *Anti-Americanism: Critiques at Home and Abroad, 1965 – 1990*that:

> Anti-Americanism is *a predisposition to hostility* toward the United States and American society, a relentless critical impulse toward American social, economic, and political institutions, traditions, and values; it entails an aversion to American culture in particular and its

influence abroad, often also contempt for the American national
character and dislike of American people, manners, behavior, dress, and
so on; rejection of American foreign policy and a firm belief in the
malignity of American influence and presence anywhere in the world. (p.
339)

By and large, the USA worldwide omnipresence on incredible large scales
engenders endless and entrenched animosity towards all that is labeled American. Such
hostility does not go unnoticed or without affecting the economic and commercial aspects.
On the contrary, it does constitute a potential challenge to the global marketing of the
American organizations, though it does not reach a mass boycotting on the part of the
European side.

2.2.6 Fair trade

Given the fact the world of business is compellingly based on global inequalities
between the developed countries and their developing counterpart ones. On the basis of
such unbalanced business power, activists, consciously minded individuals, and social
movements decry the lamentable conditions of the South, be it Latin or African, and
proponed an egalitarian programme that might support the native producers, especially
farmers and handicrafts. In order to establish a bridgeable link between the neglected
producer of the South and the privileged consumer of the North, what is labeled Fair
Trade is introduced to solve the dissimilarity between the two. Fair Trade or as it is
sometimes spelt Fairtrade, is an internationally recognized organization that and regulated
with systematic charters, as it is the case of the charter that defines Fair Trade:

Fair Trade is a trading partnership, based on dialogue, transparency
and respect that seek greater equity in international trade. It

contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers – especially in the South. Fair Trade Organizations, backed by consumers, are engaged actively in supporting producers, awareness raising and in campaigning for changes in the rules and practice of conventional international trade. (World Fair Trade Organization (WFTO) and Fairtrade International 2009)

As an internationally recognized organization, Fair Trade International, thanks to its growing expansion and diverse nature, gains much ground in the European and American market shelves. The products are known by certification worldwide in order to promote the sale of these commodities. However, what is called World Fair Trade Organization (WFTO) is not the sole organization, but there are other organizations that seem to offer the same program such as Fair-trade Labelling Organizations International (FLO), which was established in 1992 and included about 45 countries and took Bonn, Germany as its center. There is also International Federation for Alternative Trade (IFAT); it was based in Netherland and included 155members. The other organization is called Network of European World Shops (NEWS) that was established in 1994 and includes 13 European nations whose objective is to establish a fair trade bond among its members.

Relevantly, the core question is can these trade organizations constitute a threat to the global marketing as they grow in number and expand in scope? The problem may seem more threatening to multinational organizations with the establishment of (NEWS), an organization developed by European countries and not by the unprivileged South that depends on the North. In addition, the incessant increase of privileges gained by Fairtrade organizations may constitute through time a real menace to organizations whose interest is monopolization of global marketing.

2.2.7 Global warming

The ineluctable factor that is deemed to have drastically negative repercussions on the world economy in general and global marketing in particular is the problem of global warming. The issue of global warming is operational on different sectors, ranging from agricultural to industrial, social and political network since these are interrelated sectors; once one of them is subjugated to the warming menaces, the other sectors are susceptibly touched with the same aftermath with varying level in the long run of course.

The global warming will probably affect global marketing through different means. To illustrate this point, the increase and rising of temperature has an effect on the agricultural and the industrial productivity of the affected countries; such a condition will inevitably lead to social problems such as unemployment, migration and social instability. Such overall negative consequences affected the economic output due to the detrimental damages that disturb the business harmony since businessmen become reluctant to invest in environments where their capitals are likely to face crisis. The more an environment is inflicted by climate damages the less will be the labour productivity, and the lower will be the capital stock. Such a condition, accordingly, will have negative repercussions on the organizations to merchandise their products worldwide.

On the strength of the serious damages of properties and infrastructures which are inflicted by the global warming, the restoration of the latter requires considerable funds. Hence instead of spending the budget on new achievements, the state(s) are forced to renew the damaged infrastructure.

The change of the temperature, be it high heat in summer or cold weather in winter, entails energy cost inflation. Such a situation lowers the level of purchase of the

population. In addition, on account of the potential of the climate disasters –unexpected floods, draughts, and hurricanes – push the insurance costs higher than ever; for example, the incident of hurricane of Katrina in USA is a case in point. In this relation, the higher are the insurance costs, the higher prices become, the lower will be the level of purchase.

Though economists limit the list of global warming damages to some sectors, namely agriculture, coastal environments, energy, green-lands, touristic network, the other sectors are also vulnerable to the climate changes. The problem, accordingly, may witness a decrease in what is called Gross Domestic Product (GDP). In this connection, Simon Dietz and Nicholas Stern (2015) estimate that the global growth of Gross Domestic Product might be 1% lower annually if the globe keeps experiencing the same level of climate changes.

What is noteworthy is that the developing countries of both Africa and Asia are the most vulnerable regions that are threatened by the global warming, especially their economy depends primarily on agriculture, forestry and tourism. As a related point, these regions constitute a fertile network for the multinational organizations as it is there that the latter benefit from a lower workforce, high productivity and high consumer base.

2.2.8 Green trade

Along the late decades, the concepts of green trade and green economy have become buzz words and have gained substantial grounds nationwide and worldwide. The concepts preach and advocate a shift for the use of technologies that are environmentally friendly and at the same time can reduce the overexploitation of natural resources with the hope of lowing gas emission and alleviating the global warming (Jänicke, 2012). Furthermore, green economy's fundamental objective targets the preservation of

resources and protects them from reckless exhaustion which entails fatal environmental catastrophes.

As a response to the implementation of green economy and green trade, a large number of international and national organizations are founded, raising and debating the interrelated issues of environment and economy. Among these, we can include some prominent organizations such as TheGreen Growth Knowledge Platform (GGKP) whose objective is to assess the "green growth-related economic opportunities". Similarly, The United Nations' System of Environment-Economic Accounting (SEEA) aims at establishing accounting patterns whereby it measures the financial regulations that are related to the protection of the environment. The question of the green economy also becomes the focal concern of the Asian countries under the organization of United Nations Economic and Social Commission for Asian and the Pacific (UNESCAP) under the umbrella of which the protection and environment and resource-saving have become a case in point.

However, the problem of green economy and green trade lies in making regulations that should meet the prospective standards of both the developed and developing countries and they respectively represent the exporters and importers of environmental friendly technologies and goods. In this respect, the Environmental Goods Agreement (EGA) was created and affiliated in the World Trade Organization (WTO) to find a way how to liberalize a multilateral green trade and which goods that can be included within this pattern. Surprisingly, the absence of a clear-cut definition of what is called environmental goods constitutes a permanent impediment for the progress of EGA negotiations to go any further. Things reach such impasse because some or even many products are seemed to be of dual functions in the sense that they may be considered as environmental and non-environmental products/goods.

The list of environmental goods includes highly developed technologies chiefly solar panels and windmills produced by some developed countries, the Least Developed Countries (LDCs) are supposed to be consumers and their exports constitute a small access to the global market. Such lack of egalitarian between the developed and developing countries makes the latter ones to be reluctant to participate in the EGA.

The other problem is that althoughthe environmental products is increase and constitutes a 6% of the total trade, the transition towards a green economy remains hesitant and timid. The limited scope of the green trade and economy is curtailed further by the EGA exclusion of some LDC products from being liberalized.

The same as LDCs face some hindrances in the green economy, the developed countries also confront some constraints in transferring environmental technologies. Among the several constraints we can select the most prominent ones: pricing cost, high import duties, non-fixed trade tariffs, risks of investment, lack of an environmental market of green goods, inability to identify green goods and pseudo-green ones, among others.

2.2.9 The Flat world

The concept "The Flat World" brings to mind the coinage of Thomas L. Friedman, who developed in his famous book *The World is Flat: A Brief History of the Twenty-first Century* (2005) the role played by information and communication technologies in the transformation of the world and the progress the latter makes in marketing goods and services. T. L. Friedman questioned the three stages through which what is labeled "globalization" has been developed ever since its embryonic state till its development and full-fledged stage. In this connection, he historically conceived that globalization has known three distinct periods; the first one is called "Globalization 1.0" and went back to Christopher Columbus's exploration of the New world till 1800; it is the embryonic

globalization which launched the first world market and goods were merchandized across continents instead of countries. The second globalization or "globalization 2.0" was roughly dated from 1800 to 2000, a period which inaugurated the emergence of multinational organizations which were largely encouraged by the unprecedented decrease of transportation and communication costs. Finally, from 2000 till now, the world is experiencing the third globalization or "globalization 3.0" and it is the period which Friedman called the "flat world" as the planet where we live is transformed from, according to Friedman "a size small to a size tiny." It is a world dominated by personal Computers (PCs), World Wide Web (WWB).

Friedman identified a number of advanced technology factors that contributed to the "flattening" of the world, chiefly '*outsourcing'* that allows organizations to move their business to other overseas partners; '*offshoring'* helps in the exportation of goods; '*uploading'* encourages different communities to share collective goods through the use of software means, e.g. Wikipedia; and '*supply-chaining'* bases their strategy on widening the scope of their suppliers through strong links among them. For instance, Wal-Mart organization starts its business by dealing with nationwide as well as worldwide suppliers depending on "cutting costs and "streaming logistics" to flatten its business. The recently advanced factors of technology besides other strategic mechanisms chiefly globalization and the digitalized system of business dealing contribute largely to the flattening of the world. In this relation, Victor K. Fungs *et al.* (2008) argue in the preface of their book *Competing in a flat world: Building Enterprises for a Borderless World* that:

> The flat world has ripped the lid off the corporation. It has broken through traditional national and organizational borders […].The principles of network orchestration are relevant to any organization

and industry (including services) that wants to take advantage of
the opportunities presented by the forces flattening our world. (p.
xx)

The success of the flat world business and the expansion of the multinational
organizations revolve around what called " network orchestration" mechanism whereby
the business dealers strategically and optimize, automate, arrange and coordinate the
management of their products. Victor K. Fungs *et al.* (ibid) put out that "Network
orchestration" takes a broader view of the entire supply chain. The network orchestrator
designs the overall supply chain, drawing together multiple factories in different regions
to collaborate on a single product." (p. 3). To illustrate this point Victor K. Fungs *et al.*
(2008) give the example of the Boeing 777 jet orchestration mechanism which "is
assembled from three million parts from more than 900 suppliers in 17 countries around
the world." (p. 5).

2.2.10 Regionalization

Along the last decades of the twentieth century, regionalism became an applicable
fashion worldwide; hence free trade areas have been created, targeting the states of the
close regions. Europe was premiered in this strategy through the establishment of first
European Community (EC) and through the creation of European Union (EU) in 1994
when the number of adherents has been extended to fifteen. American continent also
embraced regionalism thanks to North American Free Trade Agreement (NAFTA) where
United States of America, Canada and Mexico found a common politico-economic
community. Broadly speaking, regionalism is governed by key factors through which
regionalism is meant to be carried out chiefly the exploitation of natural resources, human

workforce, technical procedures and capital, without ignoring of course ethics, values and norms.

On the strength of their interaction, globalization, regionalization and nationalism should be conceived and dealt with as interrelated and entities that overlap harmoniously and at the same time as controversial and discordant units that show no agreement. These entities deal with the same procedures that nations seem to land much attention and crucial concern, namely economy, trade, culture and politics. Yet each entity envisions the latter concepts differently and dealt with them variously.

It is undeniably true that globalization contributes largely in the incredible increasing of the countries autonomy due to the integration of economic framework chiefly the incessant flow of finance, the widening scope of investments, the reorganization of worldwide labor markets, and establishment of the cross-border trade. Globalization sets in motion economic, cultural, technological and ideological changes that become a common practice worldwide. As for the effect of globalization on economy, the world knows the reorganization of the goods production that no longer depends entirely on the local organizations but they depend on across the world outlets. This strategy leads to the creation of "the interpenetration of industries across borders" (Arie M. Kacowicz, 1998, p. 5). There is also the broadening scope of the financial markets.It is noteworthy as well that economy along the increasing spread of globalization has witnessed a rather homogeneous consumption of goods nationwide and worldwide; the most striking and unprecedented phenomenon, however, is the enormous activity of transferring workforce population from different regions. The factor of ideology has also known some changes especially the way investments and trade are liberalized; then privatization of industries becomes the sole concern of the businesspersons and states alike. Technologically speaking, the world has been engaged in communication

technologies that reduce the world into a "global village" whereby the tempo-spatial dimensions are reduced in size and scope. Globalization inaugurates cultural changes, marking a homogenization of universal standards and pushing the world towards the acceptance of harmonized framework. Mace and Therien (1996) conceive regionalization in terms of the disposition of the governments of the geographically contiguous states to cooperate and to found corporations to explore material and non-material resources. In addition, regionalism opts for establishing institutions that promote not only economic factors but they include also military and cultural networks.

Nationalism, in the broad sense of the word, refers to the territories where a social group is drawn together by common historical, cultural, economic and social background. It is also referred to as nation-state which means the people of a nation who founded a state and defended its norms and standards.

The core question is how do globalization, regionalism and nationalism relate to each other and how do they discard from one another? The three above mentioned concepts display controversial and basically incongruous potent forces that make them interrelated components and conversely discordant opponents at the same time.

Considering the frameworks and parameters around which globalization and regionalization revolve, it is noteworthy that they are seemingly two faces of the same coin, their targets and objectives overlap greatly. If we take into account the idea that globalization is a process that compresses time and space, regionalization in its part reduces, though relatively less comprehensive, the two notions. By virtue of encouraging the economies of one's nation-state to be competitive throughout the communities of the region, such strategy creates multilateral co-operations. In this way, the economy of regionalism can be conceived as international economic network; hence, regionalism is

proven to be an adequate component that dovetails accurately with the structure of globalization (Mittelman 1996a, p.189).

Conversely, regionalization can be an impetus challenge to globalization by creating economic hindrances so as to preserves one's region privileges. For the sake of protecting the trades and the mercantile network, some regions deny the policy of neoliberal framework that is based on 'harmony of interest' in the sense that homogenous economy makes more profit for the whole region. In this way, regional economic blocs represent a potent challenge to globalization.

Unlike globalization, which covers a worldwide relationship, regionalization deals with a rather narrower scope in the sense that it focus on a specific region that includes communities with common interests. Broadly speaking, regionalization is mainly characterized by a group of nations that are geographically adjacent and bordering and which share economic, political and cultural relationships (Wriggins (1992, p. 4). According to Whiting (1993), regionalism is conceived to be an 'intermediate form of community' that share common characteristics especially economic, cultural and political factors.

2.3 Fundamental strategies of global marketing

The outstanding feature that typically characterizes global marketing is that everything about or related with is that it should be taken in the framework of the "global" such as "global marketing strategy", "global products and services", "global branding", "global distribution", "global pricing", "global advertising", "global promotion" and "global organized markets". These, and of course other related features, constitutes the

fundamental pillars through which the global marketing founds its strategies so that it standardized its products and services with social, cultural, economic and political environments of the overseas countries. These strategies are recognized as crucial devices for giant as well as small or medium size companies in order to have their say in the worldwide markets and compete vigorously with the challenging organizations.

2.3.1 Global marketing strategy

In order to meet the desire, the need or rather the cultural framework of the globe, the multinational organizations opt for an overall and global marketing strategy. Such a view should fit into a number of crucial requirements, chiefly defining the targeted segments of the consumers. In this connection, the organizations conduct minute studies of the cultural, financial, social and political framework of the dealt with countries since every nation has its particularities and the markets are strikingly different from one country to another. Hence the operation of successful marketing strategy necessitates coordination among the outlets and franchises worldwide. The coordination determines whether the organizations should target a mass market where different segments of consumers are targeted or, on the contrary, a niche market where special products are designated to particular consumers.

The other factor around which marketing strategy revolves is the "selling orientation" of the manufacturing products from local to global consummation. Companies enter such strategy with the idea in mind that the local producer-consumer relationship is different from that of foreign countries. The global marketer usually makes sure that the product(s) gains full grounds locally before marketing it overseas while he is suspiciously careful not to promote a new product for fear it will not meet the taste and

the desire of people with cultural background different from his; such view includes the competing process of other companies.

The uncertainty of successfully selling new products overseas, however, becomes strikingly operational through the process of standardization and homogenization of tastes and needs. In this respect, the bilateral combination of technology advancement and advertisement play a vital role in spawning and increasingly proliferating standardized norms worldwide, pushing consumers towards consuming homogenized goods. The marketers and companies alike opt for brand making enhanced with attractive and easy recognizable logos that able to attract more consumers both locally and internationally.

The other crucial mechanism which characterizes global marketing strategy is the centralization of decision and that there is a top-down relationships between the local headquarter and the local or the overseas subsidiaries. Decision centralization strategy allows less autonomy to the subsidiaries that the latter execute the orders coming from above. The organizations, however, are in need of data concerning multidimensional procedures of marketing such as prices, costs, etc.. To control such course of action, the firm opts for allowing subsidiaries independent decisions to control the 'cost-of-good-sold'; hence, the organizations, for instance, GE/ Mckinsey and Ford's Country among others, decentralize the operation of decision-making in order to simplify the operation of marketing management.

The other ineluctable factor that contributes to the implementation of global marketing strategy is the process of segmentation, in the sense that the organization opts for what is called trade blocs. Segmentation is meant to select and focus on the regions whose cultural, geographical, socioeconomic and historical background is rather homogeneous so that they can consume the same products on a large scale. In principle,

segmentation is a double-stage process: microsegmentation and macrosegmentation, each stage is supposed to cover certain criteria. Microsegmentation strategy depends on conducting research about a particular population of a country that constitutes one of the several market clusters, deciphering its financial ability, cultural propensities, socioeconomic framework and behavior patterns. The studies of the marketing environment revolve around the criteria that are more favorable and more lasting and at the same time do not face future strong competitions. Furthermore, the environmental market analysis concentrates also on the potential size of sales, depending on sex and age segmentations and which of them consumes a particular product on a large scale. Finally and more important, microsegmentation deploys the procedures of the medium of communication whereby the organization reaches and convince a large number of consumers.

Unlike microsegmentation narrow scope, macrosegmentation's geographical scope is rather wider and embarks on geographically adjacent countries that more or less share a number of common characteristics. In this connection, organizations focus on grouping countries such as those under the names of European Union (EU), the Association of Southeast Asian Nations (ASEAN), or the North American Free Trade Agreement (NAFTA), among others. The strategy of macrosegmentation comprises different technical variables that contribute to the promotion of the organizations. This includes chiefly the socio-demographic framework of the size and the character of the inhabitants and their educational and cultural background. The infrastructures of the regions are also of a major importance; finally, the other vital factors that concern the organizations are the free earnings of the individuals and the global rate of growth and the development of the governments, including the political stability of the countries.

The organizations, for the sake of identifying the potential customers, have resort to what is called "cluster analysis", such technique helps the organizations to avoid too general indicators so as to dispose of potential future calamities. The proponents of "cluster analysis" (Charles Ramond (1974), S. Tamer Cavusgil, 1990, Fred Zandpour and Katrin R. Harich, 1996) claim that if the clustering population share a number of common characteristics, it will deadly sure that they will consume the same products.

The "cluster analysis" includes different aspects chiefly 'competitive analysis' which presumes to extent the products of an organization can resist the same products of a competing firm(s); the analysis focuses on identifying the local and global threats that menace their market environment. Then the organization carries out the "profitability analysis" with the aim of estimating the gains and the losses of the project; such analysis envisions the prospective revenues and their feasibility in the long-term framework.

2.3.2 Global products and services

The core point of global product and services is to actualize and concretize the global standardization of the products and becomes the "Best in the world". It is not simply a question of standardizing products and services globally, but the pivotal objective of firms becomes a matter of forecasting the procedures that warrant the maintenance of the quality of them both.

In principle, global and regional products are basically similar in nature, but they differ in the tasks whereby these products are introduced to the consumers. For instance, culturally speaking, the tasks devoted to the regional population with the same cultural background are less painstaking than those consecrated to the inhabitants with different cultural characteristics. The globalization of marketing products marshals the maintenance of worldwide uniformity procedures in relation to produced goods, the

process of distribution and the techniques of advertisement. In this respect, organizations with international brands (LG gadgets, Whirlpool equipments, Sony television set, among others) keep uniform brand across countries with the sole objective of standardizing and homogenizing the world under the same uniform. The core question, however, is to what extent the populations with different cultural and character background can be globally standardized.

The process of worldwide products and services standardization is not, nevertheless, free from cons and pros, in the sense that the marketing homogenization framework is probably promoted by some advantages and, at the same time it is inescapably threatened by some fateful inconveniences. The same as products standardization has its positive side; it has also its negative aspects. To begin with, the enhancement of the organizations depends primarily on some aspects to warrant their long term presence in the global market. The products' cost reduction is deemed to be a major factor which supposed to enhance the firms' benefits and savings. In order to keep the stability of its "scale economies", the organization avoids some extra expenditure, chiefly recurrent modification of the products' size, color and shape so as to lower the per-unit cost of the production. The other crucial factor is the improvement of the products quality; that is the more the organization opts for a good quality product the more it gains potential customers and at the same time it preserves the old ones. Global marketing standardization is also maintained through meeting the consumers' preferences. In this case, according to worldwide conducted researches clients are pleased and satisfied once discovering that the purchased brands are globally recognized. Similarly, diffusing the same ads both at home and elsewhere encourages the costumers to buy the products. Moreover, to maintain a global marketing framework, the firm creates what called global customers through providing global brands wherever they are.

Conversely, the negative aspects of global marketing products standardization are as many as the positive ones. Among the prominent drawbacks of standardization is when the organization embarks on what is called off-target strategy homogenizing the products; that is to say the organization produces the same goods globally without discriminating among the nations with different characters and different cultural backgrounds such as the case of television sets of Sony, Xerox, LG among others. The organization may risk losing profits because it does not target properly some segments. Then there is also the endangerment of losing the advantage of being unique in the market as the exclusivity of standardizing a product may a persistent competition on the part of other competitive organizations; sport wears are a case in point, e.g. Nike and Adidas. Another factor which constitutes a key term in destabilizing global marketing standardization is when the latter is exposed to the problem of trade barriers. If open trade regimes make room for standardization to thrive and with the scale economies garners enough profits, the countries which protect their economy through trade barriers strategies thwart the organizations objective to reap benefits. Then standardization can confront a strong competition on the part of local products if they are able to emulate the quality of the imported ones.

On the strength of the hindering drawbacks of products standardization, the firms have recourse to strategies to gain and preserve their customers. In this respect, they rely on both the modification of the "core product" so as to meet the demand of the consumers since the taste and character of the population are not basically the same. For instance, some countries put forward regulations to accept the products in their markets such as language, detailed information about the products and their origin. Then the firms also depend on what is called "modular design" which means that they prepare slightly different designs to please their clients globally.

Unlike the tangible and physical framework of goods, the services are principally recognized through their intangible characteristics. Roughly speaking, global marketing service is a multifaceted industry which is consisted of large entities, ranging from organizing entertainments, booking in hotels, providing legal help, managing transportation and exportations; in a nutshell, global marketing services deal with what is called "professional services". However, all services are in reality bounded by some trade barriers according to which they must confirm; otherwise, the services will be rejected.

2.3.3 Global branding

One of the core factors of global marketing is the establishment of a global brand product able to expand and compete beyond the local marketing environment. Historically speaking, the turning of the second half of the twentieth century the aspiration and prospects of global branding became operational with a few products namely some soft drinks (Coca Cola, Pepsi) and cigarettes (Marlboro, Winston) among others. Multinational organizations believe strongly that the more they manage to market their products globally the more they make profits and dominate the economic framework; hence global branding has lately become the focal target of the big companies with the sole objective of promoting local brand portfolio so as to build a "global brand management".

Broadly speaking, the brand stands for a sign or a signature of a variety of things, ranging from "product brand" (Omo detergent, Nokia, Sony). An organization brand which represents the company as whole (e.g. all car corporations). A team brand (any sport team has a brand that distinguishes it from other teams); a family brand stands for the name of a family which famous for a specific product (Kellogg, a family known for

cereals); master brand is a dominant brand around which all related products revolve, e.g. Intel in computers). Any brand is, of course, protected by international law that interferes to severely punish the culprits in case of producing the products under the same brand name or sign.

A global brand does not mean that it is the only one that exclusively exists in every inch of the globe, but it simply means that it is the one that is recognized by the majority of the world regions. For example, J.B. Steencamp et al (2003) in "How Globaness Creates Brand Value" highlight the frameworks whereby a global brand is recognized worldwide together with the specific limitations that hinder the brand from covering all the existing regions. They select politics, local competitions and social limitation as the most prominent factors that deprive a particular brand from striving in some overseas regions while insisting that high quality and lofty prestige of the brand are coaxing stimuli that entice the consumers categorically.

Nevertheless, the brand or rather the notion of the global brand is no more a question of products and services, but it has been extended in scope and nature and has become a matter of celebrities (football stars Leo Messi and Christiano Ronaldo; movie stars Leonardo DiCaprio and Tom Cruise; places (Paris, London, Rome, Marrakesh); teams slogans (Los Blancos, Forza Barca, Lions of Atlas) to name but a few cases. The extension of global brands includes also political slogans and TV channels (BBC, CNN, Bein Sport). In a nutshell, in the modern world or rather in the globalized digital world everything has become brand conscious and aspires to be dominant and recognizable worldwide.

The same as the firms and organizations are conscious of the expanding their brands globally they are also aware of the way these brands function so that they warrant

credibility, longevity and dominance. According to different conducted studies, consumers frequently favor and trust the most popular brands, which are globally recognized rather than taking risks with new brands. Hence, firms do their best not only to main the quality of the band but rather to improve it in order not to dilute its reputation. In this respect, organizations aspire to make their brands reach the rank of being "experiential brands" and "iconic brands", standing respectively for becoming a special and unique experience for the customers and then making the consumers feel that they are in line with the updated lifestyle Schmitt (1999), Quart 2004), Holt (2004). In the same vein, the organization regularly detects the propensities of the consumers and hence has recourse to the strategy of "customization" so that it can meet their desires and needs irrespective of their social, educational and cultural backgrounds.

Threats to the global brands, nonetheless, are as various, ranging from counterfeited brands or, as they are sometimes labeled, knockoff brands, and what is called "gray market or gray trade". The former represents the way some illegal products endeavor to imitate a well-known brand and try to convince the consumers that they are the genuine brand; China and Hong Kong are universally famous for counterfeited brands of all sorts, ranging from perfumes to sport shoes and wears. The second phenomenon happens when products distributor service provides the markets with a specific product at lower price than that it normally recognized.

2.3.4 Global pricing

Global pricing constitutes an intricate problem for multinational organizations as it requires a simultaneous decision-making among output of the firms, the demands of the markets, the average pricing of the products and the purchasing level. The operation of global price setting is not, in fact, confined to a once-for-all settled theory, but on the

contrary, it requires multifaceted approaches which keep evolving through times, depending on governmental forces – political, financial, cultural and social backgrounds. The cross-borders transactions are controlled by national and international pressures that obligate the organizations to question the foregoing decisions and lay out other subsequent guidelines which may predictably meet the requirements of the markets. Furthermore, there are also the problem of currency exchange and the predicaments of credits as both of constitute unpredictable risks to the organizations once these embark on dealing with the low value currencies of the local markets.

Global pricing is, in principle, governed with what Lawrence J. Gitman and Carl McDaniel (2005) have developed in *The Future of Business: The Essentials*. The two economists settled the global pricing in a double-forked strategy by developing "penetration pricing" and "skimming pricing". The penetration pricing depends on producing products that might cover global markets and selling them at a lower price. Such a strategy allows the company to coax the consumers and at the same time it dominates the market and intimidates all competitors, be they local or international, to present the same product endowed with the same quality and at a lower price. In the same vein, the company also preserves and prompts its brand. On the other hand, there is what is labeled "skimming pricing" whose objective is to gradually deal with the products' price. The company presents its new product at a rather high price and gradually starts lowering its price so as to fight back gray market business and counterfeited products.

Globalized price is governed by a variety of parameters that determine the relationship between the product positioning and its high/low price in addition to the impact or the interference of what is called "public limited company". These two major factors determine the price of the product. Customers frequently link the quality of the product with its high price, believing spontaneously that the higher the price the better is

its quality, though this is not true most of the time. This is why some companies launch their goods at high prices so as to lure the customers. However, experts usually advise for what is called "penetration price" that is to say low price products in order the company puts its hand on a larger customer base. Recently, well-known companies such as Mercedes, Compaq PC hardware computers, among others, indulge in low-price strategy as it is brings much profit and secures a considerable customer base worldwide. Globalized pricing also needs global coordination in the sense that a company may produce the same product all over the world a strategy requires the maintenance of the same price globally. To put this uphill task into practice the company puts forward cautious and feasible coordination among all the subsidiaries of the company and at the same it settles restraining laws against "gray trade". Finally, global price needs to meet the regulations of either "polycentric", geocentric or ethnocentric policies. In the first place, "polycentric pricing" is the process whereby the companies give freedom from the strict intervention of the local headquarters to decide about the product price. This is one of the reasons why prices vary and differ from one country to another because the social and financial background of each country are taken into account. Secondly, "geocentric pricing" examines the way the organizations fixed either regional or a global standard price in addition to a markup that is supposed to mark price differences across countries. The markup is frequently used to adjust the product's price according to the competition that might occur on the part of other companies. If the competitive companies put lower prices for the same product, the company in question has recourse to markup strategy to solve the problem and reduces the price to maintain the market control. Finally, "ethnocentric pricing" deals with fixing the same price in all countries irrespective of the nationalities of the consumers, hence organizations opt for a standardized price worldwide.

2.3.5 Global distribution

To the issue in its general framework, global distribution stands for the area where the product is supposed to be presented and sold; put differently, it represents the "place", and hence, it constitutes one of the four "P" around which marketing revolves: "product", "price", "promotion" and "place".

Global goods distribution constitutes a vital component and a crucial instrument for organizations to promote their lifespan of either wholesale retail sales in the global market. The organizations, de facto, stage-manage tactful road maps to envision the synergies which are feasible to concretize considerable financial revenues, ranging from choosing strategic stores, managing contractual arrangements to gain exclusivity and prepare infrastructure opportunities as it is the case of Coca-Cola and McDonalds, among others. To the core, distribution constitutes a vital key factor for the companies to ensure their success worldwide and nationwide whether they are concerned with wholesales or simply retailers. The achievement of such utopian aspiration, nevertheless, is not always at hand as there so many hindrances that encumber the concretization of these favorable determinants.

Firms and companies also recognize that products' distribution is greatly an ever competitive process in the sense that a company can be omnipresent through the policy of focusing on the most strategic point in cities. Such a strategy gives the company to force back the other companies which produce the same goods. Competition, moreover, revolves basically around what is usually referred to as "intensive distribution", meaning that the company supplies its distributive stores with enough products that leave no space for other local or multinational products.

Global distribution works according to certain norms that seem optimal for the company to gain grounds in the global markets. First the company does not usually keep or maintain the same channel of distribution if the latter does not augment to the expected revenues; in that the undoing of the established contract seems the most optimal decision on the part of the company and at the same time it embarks on creating other new channels (Philip Rosson, 1987). Secondly, the company envisions and targets both the process of wholesalers and retailers who should coordinate among themselves to solve any predictable problems; for example, the retailers provide the wholesalers with the information of the desired by the customers.

Global distribution also depends on what is called the management of "global logistics" whose task is to set up the orderly steps whereby the products are to be transported from the local manufactures to the global markets. Global distribution is indeed an uphill task that requires accurate managerial logistics namely engine industry whose different part assembly are manufactured in different point in the world and sometimes too far away from one another. Such logistic becomes operational through what is named as "supply chain management" in the sense that the manufacture involves a very accurate and peculiar strategic coordination so as to carry out the task successfully. A large number of firms adopt the logistic of just-in-time (JIT) production or manufacturing with the sole objective is to meet on time the desire of the customers. Fortunately enough, the advancement of technology and the expansion of internet play a vital role in making global distribution quite feasible. To solve the problem of communication retailers, wholesalers and headquarters, firms apply the system of what is interchangeably called "point-of-sale" or "point-of-service" or "point-of-system" logistics to easily truck the pricing and execute orders. In addition to that, technology has originated new means of time-saving and price-lowering transportation, ranging from

large cargo or what is known as "freight forwarding" in addition to airlines. The best example of exceptionally rapid transportation is air express whose capacity is to load products in evening, take them to the warehouses overnight and present them t the customers in the morning.

2.3.6 Global advertising

Recently and more particularly in the world of business and profit-making environment, advertising has become a pivotal axis and even a gyroscope that keeps directing and orienting the population desires. If local advertising is conceived to be tactfully managed to attract the attention of the audience and coax them to unquestionably and even blindly purchase the product, the global advertising needs more tact and more precautions to be successful. It is so hard a task because of multidimensional prerequisites because it ranges from being adequately apposite for each individual market environment. It has to synchronize operational campaigns of advertisement and evaluating the expenditure across the globe. It assesses media availability in different market places and takes into account the different cultural background worldwide for the problem of receptivity and feedback differ greatly from one cultural context to another. It transcends the local dimension and targets the worldwide framework; Johny K. Johansson (2009)"Global advertising can be defined as advertising more or less uniform across many countries" (p. 518).

In the realm of global marketing, the marketers targets the events and the means that are endowed with an exclusively wide scope audience, ranging from football World Cups, Olympics Games, sponsorship of famous tennis tournaments, promotional activities locally and globally, and satellite TVs with larger audiences. On the strength that the football/soccer World Cups and others provisional occasions are globalized

events and attract the attention of millions of spectator and that the scope and nature of television reach are respectively broad and diverse, companies with multinational dimensions focus on these events. On the contrary, satellite TV channels are deemed to be permanent means of communications whereby ads are conveyed to the consumers nationwide and worldwide. However, television ads are not exempted from difficulties depending on the host countries, ranging from barriers against outside products, the very limitation of television reach (the case of some African countries), the access of television channels can be too expensive (the case of Russia), and the limit of advertising slots, to name but a few barriers.

Given the fact that globalized advertising has been undeniably and closely related to the cultural background of the nations, it is decentralized from the headquarters, though it remains at their dispositions. Put differently, the decision of the advertisement is taken by the local subsidiaries, but the approval of the ads remains in the headquarters' decision. Collaboration between the headquarters and the subsidiary agencies has been the inescapable medium that has been established between the two sides. In this connection, the different constituents of advertising – the expenditures, the budgets, the media, the message – has been carried out via the suggestions of one side and the approval of the other.

The advertising process is amalgam of diverse components, but out of such multiplicity only four of them which constitute the most indispensable ones: strategy, budgeting and organization, message and creative, and media.

Multinational companies' managers of advertising lay out the different arrangements of a strategy with the objective not only to perform and actualize a global reach but also to keep going an unshakable image of the products. One of the strategies

is to be close to the purchaser's action, in the sense that global advertising sets in motion of the consumer's attention and goodwill more likely overseas than locally. The recognition of the brand, for example, enhances his action to buy the product. The second component of global advertising is the setting-up of budgeting and organization. The firm studies the different capacities frameworks whereby it can decide about the budget of the global advertising. Percentage-of-sale is the commonly used method by the majority of firms that the firm sets up its advertising budget relying on the last year's revenues. The budget of advertisement can be settled via other mechanisms such as the competitive rate of some companies with the same products. Sometimes the budget is decided depending on the "competitive parity", in the sense that the more a competitive company spends on its advertisement, an adequate expenditure is probably will be spent on the part of the firm in question. Some firm marketers put into practice what is called "objective-task method" where the aim of the company focuses on choosing channels that can reach the largest audiences.

The other intricate factor that keeps haunting obsessively multinational companies is the message and the prerequisites of its creativity so as to meet the desire of multidimensional aspects of cultural backgrounds of different countries. By virtue of the cultural diversity of nations, the multinational companies endeavor to specify ads for the regions with the same cultural backgrounds, and hence they avoid translated ads. It is so because, for instance, colors, numbers and icons are perceived differently across countries. Number "4" and "3" stands respectively for "death" in Japan and Philippine, while "13" is not welcome in USA and Western Europe. In this respect, the message should not include any sign or implication that might hurt the feeling of the audiences. This is not to say, however, that all there are no identical ads, but on the contrary, there

are some exceptions which cover the world at large without producing any cultural trouble whatsoever.

2.3.7 Global promotion

Global promotion, taken in its whole manifestation, is not a mono-activity, but rather it is the amalgamation of a set of corresponding agents each of which plays a specific role and at the same time it complements the other ones. Johny K. Johansson (ibid) demonstrated that global marketing is a multidimensional process that involves different factors, displaying that:

>…global promotions also involve more mundane and traditional tools, such as point-of-purchase merchandising, public relations, and personal selling. There is also the new development of global direct marketing and e-commerce, emerging from the old direct mail campaigns, and, of course, the "tried and true" international trade fairs where prospective buyers and sellers get together to check out new products and establish ties. (p. 549)

Given the fact that each agent of the global promotion covers and includes different characteristics of establishing a seller-buyer affinity, which will lead to a rather long discussion, the focus will be confined to some outstanding aspects. "Global sales promotion" comprises different endeavors, starting from 'point-of-purchase' (p-o-p) where there are close contact between the seller and the buyer inside the store. In such particular activity, global sales promotions depend primarily on some strategies to coax the consumer, mainly 'cents-off coupons' the process of which "entitles a buyer to a specified amount of the regular price" (http//www.dictionary.com). Then in-store purchases has recourse to what is called free samples promotion where "a usually small

and packaged portion of merchandise distributed free especially as an introduction to potential customers" (http//www..meriam-webster.com); also the in-store promotion resorts to 'two-for-one' techniques, meaning simply if the consumer buy one article, he will get another for free. The problem is that not all countries allow such promotional strategies and consider either all of them or some of them as illegal. For instance, in France the gift should not exceed 4% of the price of the retailer; otherwise, it will be rejected.

The other effective global promotion is "cross-marketing" – known also as cross-promotion-, a tactic based on the joint of well-known brands with the aim of collaboration and gaining more strength. To illustrate this point, companies of sportswear collaborate with famous teams of any other collective sports to publicize and advertize their products and both sides will benefit from such promotion. Still within the line of global promotion, the companies have resort to what is called "product placement". Such strategy uses especially TV programs, film, sit-coms or series to advertise their products; a large number of organizations depend on this tactic to increase their sales in the global and local market places. The accomplishment of such promotional agent depends on the stardom of the artists, be they actors, players or singers.

Publicity is also deemed to be a very effective means of global promotion as it is a double-edged tool of presenting marketing the merchandizes. On one hand, it is less costly or even sometimes it is done for free; on the other hand, it is considered more credible and more authentic than advertising as it is a testimony of the public rather than by the organization. Hence, because of such positive sides with which publicity is endowed, companies opt for it as well. The only flaw, however, about publicity is when either individually or collectively a product is criticized; in this connection, publicity is seen as

a dangerous tool for the future of the products as it will swerve the conception of the consumers.

The other less expensive yet effective global promotion is what is called "global public relations"; such a tactic summons all the organization's staff, be they in the local quarters or their subsidiaries counterpart in host countries, to harmonize and solidify in order to enhance the companies' stakeholders. Such a procedure can include all the companies' staff, ranging from stockholders, suppliers, general public, and government, among others. The different staff solidifies their effort to give a sense of credibility and legitimacy to the company.

2.4 Multi-level marketing/Network marketing

To put the term multi-level marketing/ network marketing in its historical context, it is remarkably noticeable that its strategy has been largely modified and has known several changes ever since it was recognized as seller/customer direct relationship. Multi-level marketing (MLM) is first pioneered by Carl Rehnborg, California, United States. Carl Rehnborg, being in China between 1917 and 1927, was inspired by the diet supplements distribution adopted there; therefore, once he came back to USA he established his own company under the title of "The California Vitamin Company in 1930 and he renamed it as "Nutrilite" 1939. It was, however, only about six years later that he introduced what is called nowadays as "Multi-Level Marketing" in order to enhance both the benefits and at the same time to widen the scope of the sales of his company. The Nutrilite company persisted for decades as the sole network marketing and it was until 1972 when the two distributors, Rich DeVos and Jay Van Andel, recognized the aspiring potentials of such business modal and bought a considerable interest of Nutrilite; by 1994

they assumed control over the whole business and they set up a very competing company branded "Amway".

After the incredible success of network marketing in United States and the unprecedented profits the companies gain out of it, such business model attracted the attention of European companies, chiefly in Britain in 1969 when the company of Kleenze was first built to sell goods in a direct way. Afterwards, network marketing entices quick-making money seekers and hence it has expanded at such alarming rate worldwide. Recently, MLM has become the target and practice of many millions of adherents all over the world.

Broadly speaking, multi-level marketing is generally assumed to be a modal of what is called a direct sale in the sense that both products and services are "directly" introduced and sold to the consumer by the 'distributors'. Unlike the traditional branches of sales through shops and any other retailing processes, multi-level marketing depends entirely on the door-to-door relationship or any individual contact between the distributors and the customers. The distributor-customer sale relationship offers the seller an opportunity to set up his basic business structures through the fees he received for the products he sold together with the persons he recruited. In addition, such business modal does not discriminate among its partners as it comprises individuals from all walks of life and without being shareholders or stockholders of the company they deal with.

Additionally, having been seen as a highly lucrative agent in the second half of the twentieth century, so many companies did emerge in the turning of the third millennium and the list includes more than a hundred of new companies such as Oriflame, Unicity, Jeunessses, Kleenez, Tupperware, Forever Living Products, to name but a few.

The persisting questions, however, focus more on the credibility or the incredibility of these companies as the problem is witnessing pros and cons among scholars and critics.

Such a debatable issue persists because of the confusing and insignificant line difference between what is called "Pyramid Schemes" and "Multi-Level Marketing/Network Marketing". Some scholars claim that there is a difference between the former and the latter, arguing that pyramid schemes are based on making profits more on recruiting new investors than on goods selling while multi-level marketing depends entirely on the individual's efforts to sell products through direct contacts. Others, however, premise that both constitute the two sides of the same coin and they use the two of them interchangeably.

According to Taylor (2000), MLM is basically built upon three main pillars, a- to recruit new participants (called down line participants as opposed to up line who is of course the person who recruits) who in turn recruit other new ones; b-to meet customers through individual contacts and sell them directly both the company's products and services; c- to receive payments and commissions mainly through selling and not through recruiting new down line participants. They are indeed the parameters which push thinkers to equate multi-level marketing with that of "product-based pyramid scheme" (PPS) because both of them adopt the same marketing procedures. It is not the sole case whereby MLM is assimilated to another marketing system; MLM is also seen in terms of direct marketing. In this respect, roughly speaking, direct marketing is conceptualized as the spontaneous and voluntary contacts the seller makes with either real or potential customers. As MLM does all the time, direct marketing depends primarily on physical advertising such as introducing the products, be they new or old, to the customers through catalogues or fliers. Such a strategy offers the organizations first to reduce the cost of advertisements and second to establish a friendly and trustworthy relationship between the customers and the marketers; the more individual contacts are recurrent the more there are strong bonds between the sellers and the clients.

It seems, however, that any idea is expectedly can vacillate between advocates and opponents at the same time. Therefore, the fact that multi-level marketing drives its functions and marketing system from both direct marketing together with those of product-based pyramid scheme is strongly discarded by Don Failla in his book *The 45-seconds Presentation That Will Change Your Life* (2006). Don Failla put forward five central ways to deal out the goods to the customer, insisting on the minute details of each method. First, he showed that the "retail sale", as a method of distributing products, is exceptionally monopolized by shops and stores of all sorts. Second, the question of "direct sale" raises the issue of the employed-company relationship that shows that the employer works as a "representative of the company" and does work for his private advantage, as it is the method adopted by multi-level marketing. Third, he conceives that multi-level marketing differs from the basics of the two-abovementioned methods, demonstrating that MLM depends on rewarding the recruited persons who recommend products and services and contribute to their sales. In this way, the recruited participants profit from the recommended products and get another bonus from the company as a reward of their extra efforts. Forth, "mail order sale" is a goods distribution method exemplified by the absence of real retail points where the products are supposed to be given to the customer for a sum of money. The customers recommend the goods via the advertisement on TV or presented to him through a catalogue. Finally, "pyramid sales" which is usually confused with multi-level marketing; they have, however, nothing in common as pyramid sales is conceived as illegal because its marketing structure is based on no product selling or distributing but the payments go directly to the account of the administrators of the company. Hence, through time, the participants lose their money while the organizers of the company get richer.

As it is noted before, the global marketing is based on 'global factors' that pave the way for international corporations and organizations to reach the globalized world. Conversely, Network marketing, now famous for Multi-Level marketing (MLM) builds its fundamental marketing dealings on unique strategies other than those adopted by global/international/ traditional marketing. In this particular industry, the whole mechanism of the process of the products distribution relies on what is usually called 'Independent Business Owners' (IBOs). Organizations, therefore, do not depend on their own agents to sell the products, but they opt for the creation of IBOs who become in charge of the products distribution and selling, lowing hence the cost of advertising, distribution and retailing (Biggart 1989; Jain et al. 2015; King and Robinson 2000). In addition to that, the firms adopting MLM mechanism opt for incentive strategies to enthuse the IBOs through a relatively acceptable margin from selling the merchandize plus the bonuses they earn via recruiting new 'sub-distributors' (Jain et al. 2015). In this respect, in order that the IBOs increase their income and proliferate it they hanker incessantly after both selling as many large quantities of products as possible and at the same time recruit as many sub-distributors as possible (Grayson, 2007).

Before Network marketing or MLM gains popularity worldwide, it has been preceded by what is called pyramid schemes or, as it is sometimes called, Ponzi schemes. The United States Federal Trade Commission as an illegal system recognizes the latter schemes as it is based mainly on the funds of the recruited participants rather than distributing and selling products. In other words, pyramid schemes are a mere exploration and deception of the population.

According to Bonama (1991), people usually mistake MLM for pyramid schemes; other critics of MLM, however, go even further in their criticism and draw a close

correspondence between the two and affirm that the analogy of the two systems is quite apparent (Albaum, 2008; Hyman, 2008; Muncy, 2004; Ouyang &Grant, 2004). Most of these critics underline the hierarchical relationships between the participant distributors as it is the 'upline' person who recruits the 'downline' one, such hierarchy is maintained and it is all the time the 'upline' who controls the 'downline'. It becomes clear that those who are at higher levels will probably win more and those at the bottom of the level will be contented with the leftover. Accordingly, one of the reasons why critics call 'Network marketing' as 'Mulit-level Marketing' it is because it is based on different levels as it is the case of pyramid schemes. In this regards, participants simply end by losing their money or at least with small losses. The fate of the distributors culminates as such because the latter have to pay for the services or the products monthly and then sell them to end customers. If they fail to sell them within the same month they will risk to add other products and services of the next month, hence they will accumulate and pile endless amounts of products and services. The more the situation does not change or changes relatively, the more the distributor gets in troubles.

The framework together with its system create some sort of confusion and ambiguity for one main reason: its basic hierarchical strategies look like those of pyramid systems. In this vein, Griffiths and Toms (2008) try to find some excuses for the Network marketing by affirming that:

> Due to the growing acceptance of network marketing, more and more network marketing companies are being established. The majority are legitimate but some others, recognizing the trend, try to disguise themselves as a network marketing system when in fact they may be a pyramid scheme; still others are planning to be in the market for only

a short time, make their money from the unsuspecting, and
then disappear. (p. 18).

Further on Griffiths and Wayne (Ibid) slightly distinguish between the ethicality of the network marketing and the unethical tendencies of the pyramid systems warning that "Unfortunately, because of the growth within the network marketing industry there will always be pyramid schemers around who will go out of their way to disguise themselves as a network marketing company." (p. 20). Following the same stream of argumentation, they affirm that "Pyramid schemes are often extremely convincing and attractive, but they are unethical and illegal. Generally the person at the top of the pyramid makes a pile of money and the people at the bottom lose most of theirs." (p. 20).

Conversely, in *The Ultimate Guide to Network Marketing* , edited by Joe Rubino (2006) and includes thirty-seven articles with different authors, network marketing is highly extolled and recommended as the most ethical and successful business. From inception of this book and right from its forward presented by Tom Ventullo (2006) who eulogized network marketing by demonstrating that:

Prospecting, following up, and enrolling—these are the three primary behaviors that most would agree support large-scale success in network marketing. But what are the key elements to doing these behaviors in a way that will provide the most productive results? […] each topic would likewise contain thousands of different approaches proven effective in the hands of different leaders, all intended to achieve the same goal—personal and financial freedom through network marketing. (xi).

What is noteworthy is that the thirty-seven articles that constitute this book enhances by all means the positive side of network marketing and totally ignore and turn the blind eye to the side effect of it. And here are some citations of the contributive authors of the book. Brian Biro (2006) wonders "Is it possible that your life, business, relationships, energy, health, and balance can flourish as never before, despite even the most difficult of circumstances?" (p. 1). In the same way John Terhune (2006) affirms that "The quality of your life will be measured by your attitude. The degree of success that you enjoy in this wonderful business sport called network marketing will have everything to do with the attitude that you bring to your network marketing experience." (p. 16). Cliff Walker (2006), however, insists on the financial freedom of the potential participants proving premising that "One of the wonderful things about network marketing is that the most important factor in the success equation is the person running the business—you." (p. 21). Captain Dave Klaybor (2006) focuses more on the fruitful results drawn from the perseverance of the network marketers, presenting an all-satisfactory condition

> The benefits of doing all the hard work necessary to succeed
> include retiring in the next few years with a handsome
> income, driving the vehicle you want, living in your dream
> house, becoming a public speaker, winning free vacations,
> giving your family everything they could wish for, and so on.
> (p. 51).

I have mentioned above that MLM is greatly criticized for being simply another version of the illegitimate business launched by what is called pyramid schemes.

2.4.1 Fundamental strategies of Multi-level marketing

2.4.1.1 No advertising

Unlike the advertisement procedures taken and followed by either traditional marketing, international marketing or global marketing, multi-level marketing turns its back to all sorts of advertising. It uses none of the known techniques of advertisement, believing that the expenditure of this strategy is invested through other business tactics, chiefly in reducing the prices of the products and transportation instead of paying large sum of money on introducing their products to the consumer. MLM companies build their brands on firsthand contact with both the distributors and the consumers through training meetings. In addition to this strategy, these companies resort to distributing flyers, booklets and brochures in which the use of products together with their effective positive effects on the health of the body are laconically highlighted.

In this connection, MLM companies do without the adopted strategies by the traditional, international or global marketing, replacing advertisement by new strategies which less costly. To expand the scope of presenting their products, MLM companies advise their distributors to contact their relatives and friends through phone calls, emails, platforms of social media so as to introduce the products.

2.4.1.2 No wholesale and retail procedures

The other strategy from which MLM companies are supposed to be exempted is the procedures of wholesale and retail. Avoiding the long way procedures of wholesale and retail, these companies deal directly with the distributors. In this way, they bridge the gap between them and their distributors. Such strategy allows them to reduce twice the expenditure of presenting the products to the consumers.

2.5 Pyramid scheme(s)

As the title connotes, such economic system is called pyramid due to the fact that it is fundamentally based on hierarchically stratified structure whose participants are mainly

investors and the new recruits. It archetypally starts with pioneer investors who initiate the project and at the same time recruit new investors, that is to say a number of recruits which may vary from one pyramid scheme to another.

One of the basis of the pyramid scheme rules is that each newly recruited participant has to pay fixed sum of money for the recognition of his/her membership. Another point to be added is that the pyramid scheme does sell products, but the investors and the recruited themselves who become the 'products' of this system.

The process does not stop as each new recruited investors will also have to recruit the same number in order to receive more payments. The monetary returns then depends on the recruited number; such a scheme, however, gives more privilege to those who are at the top than those who are at the bottom of the pyramid.

The initiators of the scheme are usually called up-line members while those who subsequently join the project are called down-line participants; as such, each new recruited investors will make payment to the ones who are above them in the pyramid and at the same time they receive the monetary returns from the ones who are below them. In this way, the process of up-line and down-line system does not stop at any level.

The money-making of the pyramid scheme depends hence on the required number of the new recruits which is often limited to five persons. In this way, level one designates a newly recruited; if he succeeds to recruit five participants, he reaches level two; level three needs 25, level four is based on 125 and level five will attain 625 participants and so on and so forth. In this way, the monetary returns of the pyramid scheme investments completely come from the funds of the newly recruited investors (Blaylock, 1998).

The pyramid scheme is not free from fateful consequences, especially for those who cannot recruit new participants. The more they fail to attain higher levels the less they

have the chance to receive extra returns; in this connection, only a minority of investors who manage to profit, at least momentarily, from the project.

The best example to be introduced about the fraud of pyramid schemes is Ponzi scheme, the name is derived from his creator, Charles Ponzi. Ponzi's scheme is based on the following criteria: it is the investors who deposit their money in the scheme; the problem is that there are no business operations that could justify their legitimate belonging membership to the scheme; most of the time the investors receive either a little or no profit at all; it is so because the monetary returns usually come from the new investors, that is to say once there are no new recruits, there will no returns; ultimately, investors lose their funds without receiving any warning of bankruptcy of the scheme.

II – Theoretical framework

3. Defining Discourse analysis

To put the matter in its historical framework, the issue of discourse or rather that of discourse analysis is traced back to decades ago. Throughout these long years, scholars afforded ample theories and approaches to the question of discourse analysis. On this basis, it is noteworthy to say that discourse analysis is a multifaceted issue that deals with different or rather unlimited genres or types of discourses, including political, medical, philosophical ones, etc. The aim of discourse analysis is to analyze the structured patterns of these discourses as social constructions that reveal social identities, power relations, and social challenges. Coming from this issue, discourse is not simply a question of structure and grammar rules but it transcends such pattern and becomes a background of "practice".

3.1 Different trends of discourse analysis

Language and language structure and pattern have been the target of study of different schools and scholars starting from (1) analytical philosophy that deals with speech act theory and principles of information exchange; (2) linguistics which raise the problem of structuralist linguistics, register studies of and stylistics, pragmatics and face of politeness; (3) linguistic anthropology which is interested in ethnography of speaking, ethnopoetics, indexicality, interactional sociolinguistics and natural histories of discourse (4) semiotics and cultural studies which focus on semiotic , communication studies and cultural studies; (5) social theory which elaborates about social and power relations especially with P. Bourdieu, M. Foucault, J. Habermas; and (6) the sociology of order in

interaction that treats interaction order, frame analysis, footing, face and conversation analysis.

Each of the abovementioned theories has tackled language and discourse from a particular perspective so as to attain a certain objective. With "speech act theory" Austin developed the idea of what is called "performatives" that is to say the way the speaker perform an utterance to produce a social effect rather than to be judged as either true or false. Austin's theory revolves around threefold concepts: 'locution' the utterance, illocution the intension of the speaker and finally 'perlocution' the way you convince your listeners. H.P. Grice, however, developed what is called "cooperative principle" through which individuals "exchange" conversations and use indirect "meanings" i.e. *'conversational implicatures'* which is based on four *maxims* which are first, *'quality',* meaning the performance true and honest; second, *'quantity'* that is to say the speaker should give as sufficient information as possible; third, *'manner'* the speaker should be clear and laconic in his/her performance; fourth, *'relation'* the performance has to pertinent and context related.

3.1.1 Structuralist linguistics

Due to the fact that structuralist linguistics has been interested in language use and the way it is structured, it becomes part of discourse analysis. For instance Crystal and Davy (1969) developed the notion of *"style"* where they specify that language variation determine which field the speaker belongs to; similarly Haliday (1978, 1985) introduced what is called *"register"* which can subdivided into *'medium'* (written or spoken), *'field of activity'* (literature, law, economy …) and *'tenor'* (shows the social role between the sender and the receiver). Such a combination offers an opportunity for discourse analysis.

3.1.2 Pragmatics

Pragmatics, usually is considered as sub-linguistics, contributes to the discourse analysis via its interest in the implicit meaning created through what is called '*presuppositions'*. The latter key concept subsumes the "taken for granted" meaning dimension of utterances; such a situation becomes a vehicle to conceive that these a strong relationship between language as a pattern of utterances and ideology as a system of ideas. One of its branches is 'face and politeness phenomenon whose interest is in the indirect speech acts in the sense that the user of language usually deviates from the prime situation of what s/he wants to tell the addressee. The violation of the expression is deliberately constructed to "save face" of the speaker. By and large, the 'positive face' and the 'negative face' hence determine the power relationship between social group hierarchies.

3.1.3 Linguistic anthropology

Linguistic anthropology, developed in Northern America, is also deemed to be an ineluctable part of discourse analysis as its main objective is to conceive the role played by the language construction in revealing the constitutional patterns of a society together with the framework of their cultural backgrounds. Linguistic anthropology is also interested in displaying the role of language in determining the communities' identities, dominance of private companies of the local resources, bureaucratic constitutions that oppressively govern the majority. Ethnography of speaking, a discipline affiliated in anthropology, is particularly interested in the written texts of a social group. Alessandro Duranti (1997) summarized the focus of ethnography in delineating the communities' interactions:

> … we can say that an ethnography is the written description of the social organisation, social activities, symbolic and material resources and interpretative practices characteristic of a particular group of people. Such a description is typically produced by prolonged and direct participation in the social life of community and implies two apparently contradictory qualities: (i) an ability to step back and distance oneself from one's own immediate, culturally-biased reactions so to achieve an acceptable degree of "objectivity" and (ii) the propensity to achieve sufficient identification with or empathy for the members of the group in order to provide an insider's perspective—what anthropologists call "the emic view". (p. 85)

Hence being close to the social groups and constituting an inseparable participant of them, the ethnographer develops the sense of an analyst whose reports and researches provide a background against which discourse analysis is practiced.

3.1.4 Natural histories of discourse

"Natural histories of discourse" is another field which raises the question of discourse analysis by drawing out social and cultural norms through given text of a particular social group. The natural histories discourse scholars are inspired by anthropological perspectives in analyzing texts; depending on text analysis, such trend is usually recognized by "text-as-culture". Natural history discourse has recourse to some strategies in the analysis of past-present texts namely *entextualisation* (to transcript, copy, paraphrase in a new form) and *(re)contextualization* (to recreate the text and give it new form). The crucial question is how can the analyst bridge the gap between the past and

the present in the process of extracting culture form both of them? Silverstein & Urban in *Natural Histories of Discourse* (1996) provide a solution for this issue, premising that:

> The image of texts, and also of culture, deriving from this latter insight is one a labile and mercurial insubstantiality, in which the text is figured by its always new and present co(n)text. It seems to lose touch with its past, the past, indeed, becoming a projection from the present. (p. 4).

In addition, though they recognize that texts constitute only one source of culture-multidimensional process, they perceive that texts are tangible materials from which culture can stem.

3.1.5 New literary studies

New literacy studies (NLS) as an approach of discourse analysis was pioneered by Brian Street, James Paul Gee and David Barton, among others of course, in the last two decades of the twentieth century. Such interdisciplinary group's first interest was confined to the cognitive process of being able to read and write. The scope of their interest, however, had been widened to transcend the boundaries of the mental process of the individual to conceive literacy as a socio-cultural phenomenon. In fact, it is not a question of literacy in the single form, but the focus is on different "*literacies*", comprising all that a society can produce (music, law, academic practices etc.). It is not simply a question of being able to read and write as it is a matter of contributing, analysis and producing; this is in fact the manifesto of the New Literacy studies around which their premises revolve. New literacy studies is enhanced with the contributions of "the social constructivist epistemological base together with the participation of "the

ethnographic theoretical perspectives and methodologies" to be engaged in the analysis of communication in addition to the analysis of social practices.

3.1.6 Post-structuralism

Post-structuralism, a reaction to and reconsideration to structuralism conceptualization, is a very complex and multifaceted approach, running the gamut from critical theory (Schrift 2014, semiotics (Eco 1979) , feminism (Weedon 1997), psychoanalytic practice (Lacan 1992) down to deconstruction (Derrida 1976) and intertexuality (Kristeva 1980) to note but some aspects. Deleuze and Guattari once remarked that post-structuralism looks like a "rhizome" in the sense it is botanically composed of a multiplicity of roots. Such multiplicity of interest and focus makes post-structuralism an uphill task to take; hence the attempt to cover comprehensively all the minute details of the abovementioned aspects will lead to hundreds of pages, a fact which will mar the standards of the review of literature. In this connection, I will try to outline the most prominent features of post-structuralism.

In the broad sense of the word, post-structuralism stands for both methods of theorizing and analyzing textual contexts and became known among prominent thinkers around the 1950s.it is argued that Jacques Derrida's presentation under the title of "Structure, Sign, and Play in the Human Sciences" had been the turning point in structuralism history; it was believed that Derrida's premises ignited the new reconsideration and gave the green of post-structuralism to come to life.   As the name connotes, post-structuralism is closely derived from structuralism, but it also reconsiders theoretically and analytically certain fundamental basis of the latter. It constitutes a branch of literary theory whose aim is to study literary text that is "how thought works"

in the structured language; in addition to that, it deals with critical theory including social sciences, discourse analysis and ideology. Historically speaking, some pioneers and founders of structuralism renegade their precedent theory and embrace the new one, namely R. Barthes, C. Lévi-Strauss, J. Lacan and M. Foucault who became the strong leaders of post-structuralism afterwards as they demarcate from concentration on language and embark on ethics together with the focus on critical theory.

I deemed it a necessity to present at least a laconic review of some of the outstanding figures of post-structuralism. Roland Barthes, for instance, was famous for setting the scene for the issue of "The Death of the Author" (1968); in this particular essay, Barthes argued that it is more important for one to consider how language is maneuvered by the authors and writers than to figure out how authors produce language. Similarly, in 1971 Barthes introduced another more ambiguous and confusing notion in his essay "From Work to Text", premising that "works" are no more than *products'*, while "texts" are *processes'*, meaning they are the active agents of the production. He demonstrated that all works remain in a state of oblivion till they come to life through the activity of the reading/analyzing process of the discourse.

Jacques Derrida's masterpieces *Of Grammmatology* (1967) together with *Writing and Difference* (1967) a collection of essays marked his farewell to structuralism and at the same time he embraced post-structuralism, founding his theory on what is called 'Deconstruction'. His theory is called so because he sees that the structuralists's aim is to 'construct' patterns of systems and structures; instead, Derrida's objective in language use is to 'deconstruct'. He evidenced that the system of structure includes, in a way or another, the elements and the entities that set in motion their breakdown and hence their deconstruction. Put differently, Derrida noticed that the books he read were tinged with "contradictions", and these could not be corrected as they constitute an ineluctable system

of thoughts and that of language. Having believed that all systems of thoughts, whatever their origin or type is, are '*necessarily* contradictory', Derrida opts for technical system of four components. First, he creates what is termed "binary pairs" such as tall/short, rich/poor, white/colored, and religious/atheist etc.; second, he gives priority of one term over its opposite and at the same time he determines the state of one term with regard to its opposite. To illustrate this point, the 'binary pairs' where he favors males over females is called 'Phallocentrism', meaning that the male constitutes the center of the social context. Third, he reversed the process of priority, in that he demonstrates how the first term may bank on the second one. Fourth, he presents the 'system as entirely relying on the previously marginalized second term; it is the process whereby the second term is prioritized and becomes the center of the focus. In a nutshell, Derrida's theory and conception of discourse analysis can be traced back to his motto "there is nothing outside the text", meaning that the text is a self-contained process.

Michelle Foucault was one of the prominent scholars whose contributions in discourse have played vital roles in the development and entrenchment of discourse analysis. He cannot consider any social relation which constitutes the "social body", be it individual or collective, beyond the framework of the construction and the function of the discourse. He argued in his *Selected Interviews and Other Writings1972-1977* (1972) that:

> … in any society, there are manifold relations of power which permeate, characterise and constitute the social body, and these relations of power cannot themselves be established, consolidated nor implemented without the production, accumulation, circulation and functioning of discourse. (p. 93)

Foucault's standpoint of discourse, crucial as it is, can be seen in terms of an amalgamation of what might be called of his archeological framework and his genealogical parameters. Put differently, his definition of discourse seems to be an association of the two phases: archeological and genealogical. In this respect, I would rather state the whole citation, despite its considerable length which might violate the orderly pattern of research, in order to give a comprehensive view of Foucault as far as discourse is concerned; hence he develops in his book *The Archeology of Knowledge and the Discourse on Language* (1969) (Trans. 1972) the notion of discourse as follows:

> We shall call discourse a group of statements in so far as they belong to the same discursive formation; it does not form a rhetorical or formal unity, endlessly repeatable, whose appearance or use in history might be indicated (and, if necessary, explained); it is made up of a limited number of statements for which a group of conditions of existence can be defined. Discourse in this sense is not an ideal, timeless form that also possesses a history; […] it is, from beginning to end, historical - a fragment of history, a unity and discontinuity in history itself, posing the problem of temporality rather than its sudden irruption in the midst of the complicities of time. (p. 117)

As it is clear from the citation mentioned above, Foucault's archeology determines the particular statements which could be recognized and identified as endowed with meaning in a specific period era. It is through the combination of these statements – the discourse – that we can illicit what is called the "truth".

Foucault viewed that discourse is a production in the historical context, occurring at specific moments. But the core point about Foucault's discourse is the way he relates knowledge to creation or rather the construction of truth. According to his theory, truth is not a predestined, ideal and a once-for-all phenomenon, but it is rather a discursively constructed "game" which is adaptable to the way different regimes conceive things as true or false. Foucault's objective is to outline how regimes or any other controlling tools construct discursive structures to determine what is true and what is false. He admitted that the search for a universal truth outside the boundaries of discourse will be a waste oftime. He alternatively suggested that it would be better to investigate how *"Truth effects"* are contrived along the statements of the discourse.

In his genealogy, however, Foucault outlined the relationship that draws "power" and knowledge and how they interact. In fact, his conceptualization of power is not restricted or controlled entirely by subdued structures or ruling agents. It can be, nevertheless, practiced and carried out through whoever adherent of a social group. However, what is noticeable about his conception is that power, as it is the case of discourse, is not an oppressively negative process.On the contrary, it is rather a "productive" phenomenon, in the sense that it produces the societal make-up; Foucault (1980) disavowed the repressive sense of power and divested it from its negative aspects and postulated the function of power as follows:

> In defining the effects of power as repression, one adopts a purely juridical conception of such power, one identifies power with a law which says no, power is taken above all as carrying the force of a prohibition. Now I believe that this is a wholly negative, narrow, skeletal conception of power, one which has been

curiously widespread. […] What makes power hold good, what makes it accepted, is simply the fact that it doesn't only weigh on us as a force that says no, but that it traverses and produces things, it induces pleasure, forms knowledge, produces discourse. It needs to be considered as a productive network which runs through the whole social body, much more than as a negative instance whose function is repression. (p. 119)

To recapitulate, power is the axial hub that links the different social constituents and interconnects them to one another. In other words, these components are genealogically interlinked because each one of them produces another institution. To illustrate this point through Foucault's example, we cannot conceive a crime without a prison and without criminology. Foucault conceives power then as the gyroscope that draws together the different active factors of the society and makes their existence ineluctably complementary.

The point that calls for deep insight is the issue of the relationship between the subject and ideology and the way they coexist and interact. Inspired by the mentorship of Louis Althusser's conceptualization of the "subject" and "ideology", Foucault seemingly trucked the way paved by his teacher. Concisely, Althusser, with Marxism background, argued that the individual's self is ideologically controlled through the ineluctable process of what is called "interpellation". It is this interpellation, according to Althusser, that the relationship between the individual and society is established. Hence, he premises that ideology is an organism of "representations" that masquerade the real and genuine interaction of individuals in the society through the construction of created relationships among them. Put differently, ideology is the system which is fundamentally based on falsified and contrived language use in order to subdue and control the individual and

makes him/her a "subject". To illustrate this point, we can state the following example of the way society coaxes the individual to become a product-consumer subject. The modern man becomes the target of a variety of information and as an "addressee" and so doing he submits to the social created interpellation. By recognizing the societal constructed problems of culture of consumerism, the individual becomes affiliated subject of the framework of ideology; to put it in Althusser's words, the subject becomes aware that it is he who is "being hailed" and s/he should willingly respond to the society's "hailings".

4. Critical Discourse Analysis

To put the issue in its historical context, according to Blommaert and Bulcaen (2000), critical discourse analysis (reputed for CDA) had been developed in Europe towards the end of 1980S and identified as discourse studies. Scholars such as Norman Fairclough, Teun van Dijk, Ruth Wodak, among others, are recognized central pioneers in CDA as critical theory of language since the latter constitutes an ineluctable vehicle of social practices. To put it in Wodak (2001) words, "the term CDA is used nowadays to refer more specifically to the critical linguistic approach [since the text is] the basic unit of communication" (p. 6). In the same vein, Teun van Dijk (1993) gave a broad dimension by stressing that CDA "is a study of the relations between discourse, power, dominance, social inequality and the position of the discourse analyst in such social relationships" (p. 283). Following the same argumentation, Van Dijk insists on the fact that "the notion of ideology, power, hierarchy and gender together with sociological variables were all seen as relevant for an interpretation or explanation of text (ibid. p. 283).

Critical discourse analysis, therefore, ignites multiple methods together with a variety of theories for fieldwork studies of the relationship between the production and the creation of discourse and its consumption and interpretation. CDA's main concern is to focus on the way discourse becomes a tool in the materialization of the social and cultural manifestation of different social groups. The production of discursive practices, accordingly, becomes the background against which the social world is "constitutionalized", in the sense that the discourse according to Marianne Jørgensen and Louise Phillips (2002) "contributed to the *constitution* of the social world including social identities and social relations. It is partly through discursive practices in everyday life (processes of text production and consumption) that social and cultural reproduction and change take place." (p. 61).

Broadly speaking, discourse as a social practice is projected through different means of expression, including both written and spoken language and it widens its scope to cover visual images as well. By comprising such a tripartite means of interest, discourse views the social interaction mechanism from different perspectives. The issue of the visual images, however, should not be understood in the semiotic background where the relationship between language and images is the focal point, but "there is a tendency to analyse pictures as if they were linguistic texts." (ibid. p. 61).

Critical discourse analysis is dialectically responding to other social dimensions where both sides reciprocally affect each other. Put differently, the same as discourse contributes to the creation of "social practices" it is in its turn affected, hence it shapes and it is also shaped. Fairclough (1992) stressed the central relationship between discourse and society and held it firm that discourse is rather constrained by social constitutions namely class, norms, education, law … etc. He argues that discourse is the

mechanism whereby the social context is represented and at the same time it is constructed through the different social practices and verbal communication exchange.

On the strength that critical discourse analysis is conceived to be created and shaped by the process of ideology, it stipulates the indispensible language use so that it reflects the different types of social relationships, the stratification of the social structures and the power relation that exists among them. As it is noted by Van Dijk (1998) CDA reflects how the prevailing social institutions together with media channels affect the norms, conventions and values of societies through the power use of linguistic medium. Keeping the same line of argumentation, Ruth Wodak (2001) postulates that:

> language is entwined in social power in a number of ways: language indexes power, expresses power, is involved where there is contention over and a challenge to power, [adding that] Language provides articulated means for differences in power in social hierarchical structures (p. 11).

Such differences contribute largely to the establishment between the social structures and the established institution which ultimately leads to the entrenchment of "ideologies".

5. Defining culture

On the strength that culture is typically an evasive concept, it needs strenuous and attentive task to give it, unfortunately not an inclusive definition, but rather an approximate one. As it becomes the focal point of different scholars and thinkers with different interest background chiefly sociologists, psychologists, anthropologists and historians, culture gains prolific interests and versatile framework. The impasse will be

even more intricate with subdivision of the concept culture, engendering hence terms such as co-culture, subculture, low culture, high culture, to name but a few terms. Raymond Williams (1983) pointed out "culture is one of the two or three most complicated words in the English language" (p. 87).   Such so wide a scope and multifaceted dimension of concern make culture an enigmatic process whose labyrinths are hard for researches to go through inclusively and without missing the least particle. On the basis of what is mentioned above and by virtue of the constraints of the research, the defining procedures of the concept of culture will revolve specifically on the most prominent features of the term.

The turning of the twentieth, especially along the second half of it, scholars hypothesized about the different factors that centrally contribute to the structuration of the standards of culture. There was almost a general consensus among them that there were distinctive social features and basics that distinguish each society from other societies and that each society integrates cultural conceptions partly or wholly different from other social groups. Based on the above correlation, economic development, educational background, intellectual parameters, acceptance of modernity and preservation of the deep-rooted legacy are conceived to be the ingredients that tinge the cultural parameters of each society. In this connection, the behavior, lifestyle and all norms, be they individually or collectively practiced, are standardized and patterned in accordance with the economic, educational and social backgrounds of the hierarchically stratified societies.

To put the concept in the historical process, it is noticeable that the term "culture" has known so many meanings and granted various definitions. In the second half of the nineteenth century, Mathew Arnold in his *Culture and Anarchy* (1867) related the term culture to the artistic and intellectual backgrounds of the individual.This means only a

few people who can be qualified as having a "culture"; in this respect, it is called "high culture" which is distinguished from what might be called "popular or folk culture". In 1871, however, Edward Taylor's *Primitive culture* gave broader sense to culture as it became a "complex whole", which encompassed all social activities and constitutions such as habits, customs, law, moral conducts, art, etc… and without discriminating among the social members of the society.

The third stage of the concept of culture had been developed in the turn of the twentieth century with the emergence of anthropologists. Unlike Taylor and his followers who conceived culture as a parameter that is endowed with universal characteristics, the anthropologist Boas firmly emphasized the "uniqueness" of culture and that each social group is singled out with specific cultural background. Moreover, Franz Boas refuted the categorization and stratification of culture in terms of high/low, cultured/uncultured or primitive/civilized; in other words, he premises that all cultures are categorically equal irrespective of the social groups they practice them.

The fact that the concept of culture is tackled from the standpoints of various scholars with different intellectual backgrounds, ranging from history, anthropology, psychology and sociology, it is granted unlimited number of definitions. Each side insists on some particular aspects of culture. But it seems that there is a general consensus about some features that all cultures share. Culture then is not an inherited but rather a learned process which is transmitted from one generation to another; it includes both physical constituents (artifacts, food, games, etc…) and abstract aspects (behaviors, attitudes, values, feelings etc…) and which the individuals of a social group share collectively. In their *Culture, a Critical Review of Concepts and Definitions,* Alfred Louis Kroeber and Clyde Kluckhohn attempted to give an inclusive definition of culture outlining that:

Culture consists of patterns, explicit and implicit, of and for behaviour acquired and transmitted by symbols, constituting the distinctive achievements of human groups, including their embodiment in artifacts; the essential core of culture consists of traditional (i.e. historically derived and selected) ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other, as conditional elements of future action. (1952, p. 181)

It is not only these parameters which shape the framework of culture, there are, nevertheless, other factors that effectively influence it and shake the stability and the continuity of its original basis. Thinkers and scholars undeniably affirm that the globalized world turns the cultural framework of nations, more particularly those of the poor ones, upside down through the process of enculturation. The diverse tools of media, the advanced and accessible technologies of all sorts and which cover the world at large contribute largely to the spread and dissemination of the Western culture, especially that of United States. Dominated and controlled by these circumstances individuals, especially the younger generations, adopt, partly or wholly, the cultural framework dictated to them via media mechanism. Besides the great and apparent influence globalization has concretized in the world of economy, trade and marketing, such impact touches effectively the cultural background of the "global village". The adaptation of "alien" cultures in the late decades of the twentieth century together with the turning of the twenty-first one, whether in terms of food, clothes, lifestyle and why not in behavior and beliefs, has become a wholeheartedly common practice worldwide.

It is largely argued that the culture transmission among the communities is operational primarily through the exposing process of the individuals to their immediate social contexts. This fact worked at eras where contacts with the beyond world is not

accessible except for the very privileged few. In the very recent era, nevertheless, and due to the advanced technologies, such limitation is transcended and hence offers an unprecedented opportunity for individuals to be exposed to other cultures. Such operation entails the adaptation of cultures of other nations. Such transition paves the way for cultural hegemony of the powerful nations and their cultures over those of the poor countries whose beliefs, norms, perceptions, lifestyles dwindle progressively vis-à-vis the encroachment and the overspread cultural patterns of the "Other". Overall, different attitudes have been standardized worldwide including what is termed "the consuming culture" which is largely familiarized as a marketing process.

5.1 Globalization and cultural paradigm

The process of cultural contacts has been set in motion through multifaceted mechanisms, the most effective of which are colonization, tourism, immigration and globalization. Each of the aforementioned factors has a relative degree in spawning, developing and proliferating alien values and norms and integrate them in piecemeal across the local cultures. However, to keep in touch with the framework of the thesis, the scope of the focus will be confined fully to globalization, with the attempt to outlining its drastic effect on the local cultures.

Different scholars ascribe various epithets to globalization in the attempt to delineate its effective role worldwide. It is called an "expansionist" process as it weaken the boundaries and paves easy way for multinational companies to predominate the economic spectrum of the national economy. In this way, the national economic independence dwindles gradually and hence gives way to globally homogeneous marketing network to flourish and to consolidate its cultures.

Globalization also vacillates between a general term "Westernization", encompassing thus the whole capitalist West, and sometimes it takes a more particular concept and called "Americanization", meaning that USA is not only the leader of globalization but it its primary agent.

Along the same vein of argumentation, globalization entails multidimensional repercussions, ranging from economic, social, political and cultural parameters. The last factor is the most debatable component that attracts the attention of a large number of scholars, igniting mostly opposed arguments and various reactions. Put differently, globalization phenomenon and its vita role in producing cultural consequences constitutes a fertile field for both advocates and the detractors. In these conflicting debates, some positively defend globalization, claiming that it is a key system for the establishment a unified world under the shelter of democracy and human rights. On the other hand, others argue that globalization is a new form of colonization due to its economic and cultural hegemony over poor nations whose identities are greatly shaken (Rajaei, 2001).

The loss of identities is ignited through the adoption of the incessantly increasing culture of consumerism that has been constituting an ineluctable culture in which native cultures of the poor nations are partly or wholly substituted by the Western culture, more particularly, the American one. James S. Coleman, an American philosopher, in his book *Foundations of Social Theory* (1990), articulates his disappointment towards the way nations across the globe are fascinated by western values, demonstrating the manifestation of implantation of some beliefs and norms that have no derivation in the indigenous cultural background. Consequently, he argues the more powerful become the Western cultures, the weaker are local ones.

Taken in its broad sense, the term identity represents the input that the individual, a social recipient, receives from his/her surroundings and adopts them as norms.

However, with technological advancement, both the framework of individualism and pluralism become part of what Castells called "network society" (2005) and we experience the norms of the "global village" according to Marshal McLuhan (1962). In this connection, societies seem to part company with their indigenous cultures and engaged in a homogenous global culture of consumerism and commodification.

Being under the hegemony of information tycoons and within the hands of news moguls, the individual across the world lives under the influence of the dissemination of the homogenous cultural products. Such a situation results in the creation of what is called "one-dimensional man", a submissive consumer who absorbs what media inject into his identity.

CHAPTER THREE: METHODOLOGY AND DATA COLLECTION

The objective of this chapter is to determine the framework against the background of which the collected data will be tested and analyzed. Any research, or rather an academic research is deemed to be based on methodology or, if need be, methodologies so that the study will be scientifically designed. Methodology then limits the boundaries of the research and traces the trucks that will be followed in the development of the analysis. The choice of methodology, nevertheless, is linked to the type of the conducted study the researcher is going to develop. This means that research methodology will de facto vary with the kind of data the researcher has selected for his/her thesis; multiple methodologies, therefore, are required to comprehensively an insightfully develop a scientific study.

The present research will focus on different types of data ranging from discourse, still and moving picture, training meetings, questionnaire and focus group interviews. Each of the abovementioned data entities requires a particular analysis that will adequately suit it objective. The research hence is not a one-dimensional aspect that will be dealt with solely from one and single approach, but on the contrary it calls for an interdisciplinary methodology. Following the same stream of argumentation, the data analysis will thus witness the combination of some approaches research methods. For instance, the selected texts will be devotedly consecrated to critical discourse analysis (CDA), still and moving picture will be highlighted through social semiotics, while training meetings and focus group interviews will be discussed in the light of qualitative method.

6. Critical discourse analysis (CDA)

In the broad sense of the term, critical discourse analysis raises the issue of the approach whereby language use together with textual practices are studied with the aim to detect the close relationship established between "language, ideology and power". CDA includes both linguistic and non-linguistic practices maintained by social groups and it is aimed to investigate how the mechanism of societal power is recognized, enhanced and proliferated through the use of language. CDA primary objective is to analyze how hegemony and social inequity are produced through language use in different field of social manifestations. Dijk (2001a) assumed that "CDA is type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced and resisted by text and talk in the social and political context" (p. 352).

To put the issue in its historical framework, CDA was first initiated in the 1970s as a critical linguistics by the following scholars and authors of *Language & Control* (1979), Roger Fowler, Robert Hodge, Gunther Kress and Tony Trew. These were concerned in the way social groups use language and how language itself determines the social framework in contributing to societal organizational relationships.

Many thinkers affirm that CDA is not a one-dimensional process. CDA incorporates the basics of other theories and hence derives some of its aspects from them, chiefly Discourse-historical approach (DHA), developed Martin Reisigl and Ruth Wodak (2009), Socio-cognitive which was introduced by Paul Chilton (2004) and Teun van Dijk

(2008), dialectical-relational approach established by Norman Fairclough (2001, 2010 and 2014) to name but a few theories and approaches.

6.1 Defining the key concepts: Discourse, power, and ideology

6.1.1 Discourse:

The aim of defining these three concepts is to determine the close relationship that draws them together and makes them diligently interwoven and interrelated. Discourse is conceived as "language in use" or to put it in a broader sense, it is assumed to be "talk and text in context" (van Dijk, 1997, p. 3). Dijk insists on the importance of context because the way the texts are produced in a particular context, societally distributed and individually or collectively received have an impact on the social reality of societies. In this respect, discourse, or as it is sometimes called, semiosis, is the process of meaning-making through social practices and not an individual performance. Norman Fairclough pointed out that discourse is socially embedded process by assuming that it is essentially "to regard language use as of a form of social practice, rather than a purely individual activity or a reflection of situational variables" (1992, p. 63). According to him, discourse plays a vital role in the construction of three main dimensions: "social identity", "social relationships among people" and the "systems of knowledge" each of which corresponds respectively to the way "identity", "relational" and "ideational" function in discourse. As for "identity function", Fairclough highlighted how social identities are determined in the discourse; in relation to "relational function", as it is developed by Fairclough, it frames how the social relationships are performed and discussed among the agents of the discourse; finally, "ideational function" deals with the ways the different texts denote the various entities and processes of the world.

According to Fairclough, CDA distinguishes between three semiotic categories: "genre", "discourse" and "style". He calls *genre* what is included in the process of interacting namely newspapers, TV programs and ads, different types of reports, the use of internet. Through these processes and activities, individuals interact semiotically in a way or another. He sees that *discourse* is the procedure of "construing aspect of the world", that is to say construing the different perceptions of a particular social group through different discourses. Finally, he conceives *styles* "are identities" or "ways of being"; this determines the social status of the individuals.

CDA is concerned with the production of written and spoken texts together with their circulation and ultimately their interpretation with the objective to decipher the relations of power and to investigate the ideological dominance (Fairclough (2001) 2010a; van Dijk 2011). It is the combination of ideology and power that paves the way for a powerful to legitimize the relations of inequity and hegemony. To put it in Fairclough's words "Ideologies are seen as one modality of power, a modality which constitutes and sustains relations of power through producing consent or at least acquiescence, power through hegemony, rather than power through violence or force" (2010b, p. 73).

There is, however, a very long but popularized definition given by Fairclough and Wodak (1997) and which is commonly cited by many researchers as it seems to summarize the basis and functions of CDA. They insightfully demonstrate that:

> CDA sees discourse – language use in speech and writing – as a form of 'social practice'. Describing discourse as social practice implies a dialectical relationship between a particular discursive event and the situation(s), institution(s) and social structure(s), which frame it: The discursive event is shaped by them, but it also shapes them. That is,

discourse is socially constitutive as well as socially conditioned – it constitutes situations, objects of knowledge, and the social identities of and relationships between people and groups of people. It is constitutive both in the sense that it helps to sustain and reproduce the social status quo, and in the sense that it contributes to transforming it. Since discourse is so socially consequential, it gives rise to important issues of power. Discursive practices may have major ideological effects – that is, they can help produce and reproduce unequal power relations between (for instance) social classes, women and men, and ethnic/cultural majorities and minorities through the ways in which they represent things and position people (p.258).

As social practice, semiosis displays three main aspects of interrelationships that are drawn dialectically: power, ideology and hegemony.

6.1.2 Power

Power is conceived to be a vital component in critical discourse analysis for a number of reasons, displaying the relationship of the social, cultural, economic and political forces that exercised by the powerful over the less powerful. Brian Paltridge (2012) attributed the question of power to the absence of social inequity, assuming that power is "The ability to impose one's will on others. In discourse studies it refers to the fact that this ability to influence and control is, at any given time, expressed through discourse and is unevenly distributed and exercised" (p. 244). Jan Blommaert in his introduction to *Discourse: A Critical Introduction* (2005) enhanced the question of inequality as the pivotal issue that entails power within social relationships, affirming that:

The deepest impact of power everywhere is inequality, as power differentiates and selects, includes and excludes. An analysis of such effects is also an analysis of the conditions for power – of what it takes to organize power regimes in societies. (p. 2)

Inequality, broad as it seems to be, covers a variety of phenomena, ranging from educational, social, economic and political. Such disproportionate relationships among a social group engenders power relations which manifest itself in differentiation, selection, inclusion and exclusion, allowing the powerful to influence the less powerful individuals, to convince them of his/her projects and objective and ultimately to control their lives.

Language, be it in written texts or spoken, constitutes the basic mechanism whereby the social manifestations and actions are displayed. In this regard, the texts and the speeches are frequently considered as the background against which power for dominance is displayed. CDA main objective then is to investigate the manifestations of the social life of societies, the way their structural relationships are organized. Put differently, CDA is concerned with analyzing how inequality is institutionalized and legitimized through the use of discourse as a "social force".

6.2.3 Ideology

Critical discourse analysis main concern is also to investigate the concealed social practices that characterize the individuals' daily lives and their beliefs and how they influence each other, that is to say the consideration of the established ideology that draws them together.

Ever since it is coined by the French aristocrat Antoine Destutt de Tracy in the 19th century to mean 'science of ideas', many scholars acknowledge the difficulty of giving a limited and a clear-cut definition of the term 'ideology' and most of them find it a slippery concept. Eagleton (1991) admitted that ideology cannot be defined in "single adequate definition" (p. 1); Maclellan (1995) recognized that it is "the most elusive conept" (p. 1); van Dijk (1998) saw that ideology is a "theoretical confusion".

In fact, we do not talk about one ideology that is true for all, but instead we deal with a variety of ideologies, depending on the different philosophical trends. For instance, Marxists relate ideology to economy and social structures, developing the ideological power of the capitalist states over the 'proletariat' through the establishment of what is called *'false consciousness'*. The latter situation is established, according to the Marxists, when the oppressed people fail to recognized that they are unequally treated and illegitimately exploited, hence they misestimate their vital role in their societies.

Keeping the same argument, Fairclough (2003), inspired by Marxism, assumes that ideology is a construction of practices of the dominant, arguing that:

> Ideologies are representations of aspects of the world which contribute to establishing and maintaining relations of power, domination and exploitation. They may be enacted in ways of interaction (and therefore in genres) and inculcated in ways of being identities (and therefore styles). Analysis of texts … is an important aspect of ideological analysis and critique … (218).

Foucault's view of ideology, however, questions the idea of truth, arguing that truth remains quite relative since each ideology tend to create its own ideology and through which it constructs its truth. In this regard, the analysis of ideology necessitates "seeing historically how effects of truth are produced within discourses which in themselves are neither true nor false" (Foucault 1980, p. 118).

In the same vein, in any given social group the use of language and discourse as a medium of communication is tinged with the fabricated ideas, transformed beliefs,

intentional attitudes and reshaped values. In short, discourses are constructed with the purpose to institutionalized "truths" – ideologies, and perpetuated them in societies.

Though ideology is in the first place a term frequently used and linked with politics, CDA theorists on a larger scale adopt it. It is in fact no more associated solely to political sciences, but it becomes applicably "… a coherent and relatively stable set of beliefs and values" (Wodak & Meyer, 2009, p. 8). CDA main concern is to uncover the masqueraded ideologies and to reveal the "hidden and latent type of everyday beliefs, which often appear disguised as conceptual metaphors and analogies" (Ibid, p. 8).

The latent ideologies in discourses and language use manifest themselves in the ability to shape what Fairclough called the societal "common ground". The latter theorist assumed that

> … no form of social communication or interaction is conceivable without some such 'common ground'. On the other hand, the capacity to exercise social power, domination and hegemony includes the capacity to shape to some significant degree the nature and content of this 'common ground', which makes implicitness and assumptions an important issue with respect to ideology (Fairclough, 2003, p. 55).

As the citation suggests, ideology comprises not only abstract ideas and systematic beliefs, but it includes also the issue the way social power is institutionalized, legitimized and ultimately exercised in the framework of 'common ground'.

Eagleton (1998) reflected on the close relationship between discourse and ideology affirming that they are organically associated and complementary; it is a question,

Eagleton said, of "who is saying to whom for what purpose [showing that] ideology is a function of the relation of an utterance to its social context" (p. 9).

Along the same vein of argumentation, Freeden (2003) who categorized four traits of ideologies –typical, influential, created and communicable – argued that discourse is the mechanism against the ground of which "the communicative practices through which ideology is exercised" (p. 105).

Similarly Ives (2004), emphasized Gramsci' conceptualization of discourse-power-ideology-hegemony relationship, demonstrating that "for Gramsci language is both an element in the exercise of power and a metaphor for how power operates" (p. 101).

6.1.4Hegemony

Hegemony is the third term which constitutes the interlinked association of the tripartite power-ideology-hegemony close relationship. A number of scholars premise about the vital role played by CDA in the development of hegemony more particularly the power relation between the state the civil society. Fairclough (2013), for instance, distinguished between hegemony as a background for 'domination' rather than a means of domination through 'coercion' (enforcement of ideas over the citizens) and 'consent' (the ability of citizens to willingly accept the conditions), affirming that

> Hegemony is a focus of constant struggle around points of greatest instability between classes and blocs, to construct or sustain or fracture alliances and relations of domination/subordination, which takes economic, political and ideological forms. Hegemonic struggle takes place on a broad front which includes the institutions of civil

society (education, trade unions, family), with possible unevenness between different levels and domains(2013, pp. 61-62).

According to Fairclough, hegemony is a question of long-lived struggle around the promotion of the 'domination-subordination' arenas, ranging from broad issues of politics and economic and education issues. In addition to these issues, Van Dijk (1993) sees that the central contribution of discourse in establishing hegemonic dominance is via "subtle, routine, everyday forms of text and talk that appear "natural" and quite "acceptable" (p. 254). In this connection, discourse contributes largely both to the construction and establishment of hegemonic conditions whereby the dominance is promoted through the mechanisms of language use and the focus of what the target audience's desires.

Similarly, Luke assumes that the way discourse is constructed in everyday practices, be they written or spoken, is particularly endowed with hegemonic functions; he affirms that 'the texts of everyday life involve overlapping discourses that are articulated, rearticulated, and, at times, disarticulated in particular hegemonic interests' (Luke, 1995, p. 20).

The Italian post-Marxist scholar, Adorno Gramsci, developed a rather complex notion of hegemony. Parting company with the basis of the materialism of Marxism, Gramsci premised that hegemony is a question of culture and not a matter of economy. The difficulty of deciphering such a view is derived from the problematic issue of defining what is called "common sense" and its relation to the discourse. For instance, Fairclough sees that common sense is the process of "naturalization" and the "autonomization" of the differently established ideologies in the sense that by "disguising their ideological nature" ideologies become "naturalized" and "automatized".

He further argues, "a particular social structuring of semiotic difference may become hegemonic, become part of the legitimising common sense which sustains

relations of domination" (Fairclough, 2001, p. 124). Ideology as common sense is a multifaceted conception among scholars; in addition to Fairclough's naturalized and automatized view, Gough and Talbot see it as "unquestioned assumptions"; fowler assumes that it is "a series of implicit beliefs"; Van Dijk demonstrates that common sense is "the generally accepted attitudes". What is in fact noteworthy is that despite the seemingly different standpoints of these scholars, their assumptions converge and overlap in the sense that they use different expressions but attain the same objective.

Following Gramsci's argumentation of hegemony and common sense, we assume that the latter issues develop the question of "war position" that is to say it comprises the ideological apparatuses of the structures of the social and political framework. In relation to discourse, the 'war position' is interested in the ways the structures of power relations are established in language, put in Gramsci's words it is "the whole organizational and industrial system of the territory which lies to the rear of the field" (Gramsci, 1971, p. 239).

Critical discourse analysis is concerned with the way discourse is "transmitted" by the sender, "internalized" by the targeted audiences and "reproduced" in order to become "the nucleus of a new ideological and theoretical complex" (Gramsci, 1971, p. 195).

The tripartite mechanism of power-hegemony-ideology is conveyed between interlocutors, or rather between the sender and receiver, through the language-mediated communication. Such power is based on asymmetric relationship between the sender and the receiver in which the former usually dominates the latter both on the individual level and on the collective one. The language-mediated communication reveals the asymmetry between the two sides and consolidates the hierarchical power that draws them together. In this vein, Fairclough argues in what he calls "power *behind* discourse" that it is the medium whereby power-holders monitor the social order and enhance the shared

standards. Such asymmetric relationship encompasses all levels, ranging from individuals to small groups down to national framework.

6.2 The dialectical–relational approach

As it is mentioned above, critical discourse analysis is not a one-sided approach but there are different approaches, including, for instance, discourse-historical, sociocognitive, multimodal perspectives. Wodak and Meyer (2009) assumed that "CDA has never been and has never attempted to be or to provide one single or specific theory" (p. 8). What should be noted is that despite their various mechanism of analysis, there are overlaps among them. The concern, nevertheless, will be confined to the dialectical-relational approach.

CDA is inspired by the assumptions of the critical realism philosophy that premised that reality differs largely from the way we assume it to be. Put differently, reality does not exist beyond the way we *construe* it through the mediating mechanism of discourse (*semiosis*). Roy Bhaskar (1975) pointed out that

> …that men in their social activity produce knowledge which is a social product much like any other, which is no more independent of its production and the men who produce it than motor cars, armchairs or books, which has its own craftsmen, technicians, publicists, standards and skills and which is no less subject to change than any other commodity (p. 11).

Since discourse is the mechanism whereby reality is constructed, and that there is no tool that might potentially produce it beyond its framework, it is likelihood that semiosis plays a vital role in the creation of social life of social groups. Reality then is

produced out of "discursive and non-discursive dimensions" where discourse dialectically constitutes one *moment* with other moments that might be social, cultural, political, institutional etc… and these are tinged with power. To frame the argument in Fairclough's assumption, "power is partly discourse, and discourse is partly power – they are different but not discrete, they 'flow into' each other" (2010d, p.4).

Fairclough (2001) assumed that social practices are the context or 'arenas' where social activities are produced and that "Every practice includes the following elements: productive activity means of production, social relations, social identities, cultural values, consciousness and semiosis." (p. 122). These elements are not, nevertheless, conceived as separate and 'discrete' elements, that is each one of them is totally independent of the other one, but on the contrary each 'internalizes', in a way or another, the others.

In the realm of dialectical-relational, discourse is framed, according to Fairclough (Ibid), within "an interplay between three levels of social reality: *social structure, practices* and *events*" (p. 232). To these three match respectively other three discourse dimensions: "*semiotic systems*" (language), "*orders of discourse*" (genres/conventions and styles/identity adoption), and "*texts*" (written and spoken).

In the broad sense of the word, semiosis reflects three manifestations of social practices: (1) social activity (the way of we use language in a specific manner), (2) representation (people both produce practices of other practices and at the same time they reflect their own ones; in other words people 'recontextualize' the practices of other individuals (Bernstein, 1990), and (3) performances, that the way the individuals reflect his social identity and the position he represents in that particular society.

Social practices are the source of 'social orders' which are produced through semiosis; put differently or rather in Fairclough's words "It is the way in which genres and discourses are networked together" (Ibid, p. 124). It is through such social order process that 'dominance' is produced. Fairclough, agreeing with Laclau and Mouffe (1985) assumed that "a particular social structuring of semiotic difference may become hegemonic, become part of the legitimizing common sense which sustain relations of domination" (Ibid, p. 124).

7. Social semiotics approach

The second approach whose application will insightfully clarify the relationship between the texts and the images introduced by Unicity and Tiens as Multi-level Marketing organizations is social semiotic developed by Gunter Kress and Theo van Leeuwen in their masterpiece *Reading Images: The Grammar of Visual Design* (1996). On the whole, the book introduces different aspects of semiotics, ranging from providing a historical development of previous schools and theoreticians of semiology namely Barthes, Peirce, Halliday, Metz, and Nattiez to name but a few. The main concern in this thesis is to focus primarily on the aspects that are relevant to the points that will be analyzed chiefly the size of images, colors and the texts representation.

The following characteristics of social semiotics will be of great importance for the analysis of the thesis; the titles are, of course, taken from the book of Kress and Leeuwen (1996).

- **The image act and the gaze**
- **Size of frame and social distance**
- **Perspective and the subjective image**
- **Involvement and the horizontal angle**

- **Power and vertical angle**
- **Modality markers**
- **Coding orientation**
- **Composition and the multimodal text**
- **Given and new: the information value of left and right**
- **Ideal and real: the information value of top and bottom**
- **The information value of centre and margin**
- **The communicative functions of colour**

7.1 The image act and the gaze

Each of the above aspects plays a fundamental role as a communicative function because they establish an interactive process between the producer of the image and texts and the viewer/reader. For instance, 'the image act and the gaze' offers two dimensions which differentiate "between pictures from which represented participants look directly at the viewer's eyes, and pictures in which this is not the case." (Kress & Leeuwen, (1996, p. 117). In this situation, the gaze of the viewer might be achieved if the picture produces a "direct address" which "… constitutes an act" and at the same it "connect[s] the participants with the viewer" who, in this context, becomes an 'object'. Such visual configuration creates what Halliday (1985) called a "demand", in the sense that the direct address of the picture demands an intimate interaction from the viewer. In other words, the operation becomes an invocation of the viewer to join the cause in question.

In addition to the gaze, the same operation can be achieved by gestures, namely when using the index finger pointing to the participant(s) as a sign which implicitly stands for it is you whom I mean. The gesture, however, can have a friendly welcome to come closer or totally the opposite, meaning you should keep aloof. It depends if the relationship between the sender and the receiver is that of friendliness or enmity.

Conversely, when the images can address the audience in an indirect way, the viewer in this case becomes a subject and his "role is that of an invisible onlooker" (Kress & Leeuwen, 1996, p. 119). Halliday (1985) calls this operation an "offer" since "it 'offers'

the represented participants to the viewer as items of information, objects of contemplation, impersonally, as though they were specimens in a display case." (" (Kress & Leeuwen, 1996, p. 119).

The problem, as the two authors demonstrate it in their book, emanates from the fact that the question of "demand" and "offer" are typically true for all pictures as there are some cases when such conceptualization is subverted.

7.2 Size of frame and social distance

The other dimension that highlights the process of "the interactive meanings of images" (Ibid. p. 124) deals with the 'size of the frame', depending on the distance from which the shots of the picture are taken. For instance, the producer of the image might choose among close-up, medium or long shots in order to depict the objects because each distance plays a specific role in the social semiotics.

> Thus, the close shot (or 'close-up') shows head and shoulders of the subject, and the very close shot ('extreme close-up', 'big close-up') anything less than that. The medium close shot cuts off the subject approximately at the waist, the medium shot approximately at the knees. The medium long shot shows the full figure. In the long shot the human figure occupies about half the height of the frame, and the very long shot is anything 'wider' than that. Stylistic variants are possible, but they are always seen and talked about in terms of this system, as when film and television people talk of 'tight close shots' or 'tight framing', or about the amount of 'headroom' in a picture (i.e. space between the top of the head and the upper frame line). (Ibid, p. 124)

The different shots are semiotically significant as they reflect the distance of social interaction intimacy, ranging from an intimate close-up shot to the 'non-intimate' of long shot from the subject is depicted. To put in Kress and Leeuwen's terms "The distance people keep, then, depend on their social relation (p. 125).

7.3 Perspective and the subjective image

"Perspective" is another method through which the relationship between the represented participant and the viewer is established. In this regard, in addition to the ways mentioned above –demand, offer, and frame size of the picture- the producer has to choose which angle he/she represent the participants. It is a tendency to express a subjective 'point of view' towards the represented participants, be they human or inanimate. Kress and Leeuwen (Ibid) highlight cogently the operation of the perspective arguing that:

> There are, then, since the Renaissance, two kinds of images in Western cultures: subjective and objective images, images with (central) perspective (and hence with a 'built-in' point of view) and images without (central) perspective (and hence without a 'built-in' point of view). In subjective images the viewer can see what there is to see only from a
>
> particular point of view. In objective images, the image
>
> reveals everything there is to know … about the
>
> represented participants, even if, to do so, it is
>
> necessary to violate the laws of naturalistic depiction
>
> or, indeed, the laws of nature. By contrast, the point of
>
> view of the subjective, perspectival image has been
>
> selected for the viewer. (pp. 130-131).

As it is demonstrated in the abovementioned citation, the chosen angle of the presented image to the viewer reflects a subjective standpoint. It means that the producer of the image is cautious in showing to the viewer only he/she wants to do.

7.4 Involvement and the horizontal angle

The produced image can also be taken either from an oblique angle or from a frontal one and such representation effectuates either an emotional involvement of the viewer or his/her emotional detachment. The following citation highlights the suggestive meaning entailed by the oblique and the frontal image.

> The frontal angle says, as it were, 'What you see here
> is part of our world, something we are involved with.'
> The oblique angle says, 'What you see here is not part
> of our world; it is their world, something we are not
> involved with.' (Ibid, p. 136)

The question of frontal and oblique angles may lead to a broader standpoint that might include whom the viewer is getting involved with or whom he keeps detached from as it depends sometimes on the image producer.

7.5 Power and vertical angle

The vertical angle of the image can be achieved through different levels chiefly high, low and eye-level. Each of these levels does not only show the value ascribed to the represented participant but also it shows the relationship between the interactive participant and the represented one. If the represented participant is pictured from a high angle he/she looks tiny and unimportant as he/she is flattened; conversely, if the

represented participant is pictured from a low angle he/she looks powerful and triumphantly majestic. Kress and Leeuwen (1996) cite Martin (1963, pp. 37-38) argue that

> A high angle, it is said, makes the subject look small and insignificant, a low angle makes it look imposing and awesome: 'Low angles generally give an impression of superiority, exaltation and triumph . . . high angles tend to diminish the individual, to flatten him morally by reducing him to ground level, to render him as caught in an insurmountable determinism'. (p. 140)

On the other hand, the high-low level of the image reveals the power relationship between the represented participant and the interactive one. If the image is produced from a high level, this shows that the interactive participant has power and control over the represented participant; on the contrary, if the image is taken from a low level, it means that the represented participant dominates the interactive participant. Finally, when the image "is at eye level, then the point of view is one of equality and there is no power difference involved." (Ibid, p. 140)

7.6 Modality marker

The question of modality is closely related to the way the receiver might attach more credibility and reliability to some messages than he/she might do to others. An eyewitness, for example, who says 'I see something with my eyes' is more authentically recognized as real than the information of someone who said I heard it. Social semiotic theory attempt to outline the different cues that contribute to the reflection of truth,

depending, of course, on the social beliefs and values, in the sense truth and reality are relatively linked to the established standards of social groups and the way they interact culturally.

The term modality is derived from linguistic contexts, relying on the way the structures are patterned and presented to the receiver. Grammatically, the producer of statements uses auxiliary verbs such as may, can, will … or he/she uses their related adjectives chiefly certainly, probably, possibly, likely, conceivably etc.. The use then of one of the above-mentioned auxiliary verbs differs in modality that moves from low to middle to high. The modality, for instance, of 'it may rain' is different from that of 'it will rain' because in the former is low while in the latter is high; the same result could be achieved when using, for example, possibly and certainly, on one hand, and past and present tense, on the other. The auxiliary verbs and their related adjectives in addition to tenses, therefore, determine which modality is supposedly to be intended in the discourse.

Modality, together with its different levels, is also conveyed through the medium of visual communication by representing a variety of entities, ranging from people, animals, places, sceneries, geographical area and inanimate things. Through these, the viewer detects the credible reality of the represented participants, depending on his/her social cultural background.

> In other words, reality may be in the eye of the beholder, but the eye has had a cultural training, and is located in a social setting and a history; for instance, in the community of linguists, or of semioticians in de Saussure's day, a community which saw reality in that form, in terms of abstractions and deeper regularities. (Ibid, p. 158)

In principle, the reality of a produced visual communication is determined by the practiced norms of a particular social group and through which their beliefs, attitudes, values and life styles are expressed.

The use of color is another dimension that distinguishes between what real and what is not, that is to say, its colors are so modified that it becomes exaggerated and therefore it loses its identity as a real entity.

> We judge an image real when, for instance, its colours are approximately as saturated as those in the standard, the most widely used photographic technology. When colour becomes more saturated, we judge it exaggerated, 'more than real', excessive. When it is less saturated we judge it 'less than real', 'ethereal', for instance, or 'ghostly'. (Ibid, p. 159)

In this connection, modality is closely related to the use of color/s in the visual communication as it can move from a lower modality to the highest one, depending whether the colors are saturated or 'more saturated'. Such conceptualization is exemplified by the three following color scales:

(1) *Colour saturation*, a scale running from full colour saturation to the absence of colour; that is, to black and white.

(2) *Colour differentiation*, a scale running from a maximally diversified range of colours to monochrome.

(3*) Colour modulation*, a scale running from fully modulated colour, with, for example, the use of many different shades of red, to plain, unmodulated colour. (Ibid, p. 160).

Black and white   Maximum colour saturation

Lowest modality   Highest modality   Low(er) modality

Modality scale for color saturation, Kress and Leeuwen (1996, p. 160)

In addition to these three scales, the two authors introduces other 'key markers of visual modality' in which they adeptly give more details about this issue. The two authors adopt five key markers that contribute to the categorization of modality from its lowest level to its highest one.

1-"*Contextualization*, a scale running from the absence of background to the most fully articulated and detailed background". (Ibid, p.161). According to the naturalistic standpoint, the lack of a contextualized background means lower modality as the represented participant becomes a "'typical example' rather than particular and connected with a particular location and specific moment in time. The scale of 'contextualization' runs from 'full contextualization' to 'plain unmodulated background'" (Ibid, p. 161).

2-"*Representation,* a scale running from maximum abstraction to maximum representation of pictorial detail." (Ibid, p. 161). The modality of *representation* moves from the extreme of focusing on the least details of the represented participant to the most abstract side of it. The level of modality is also linked to the distance from which the picture is taken, ranging from a long distance to a closer one.

3-"*Depth,* a scale running from the absence of depth to maximally deep perspective." (Ibid. p. 162). In this relation, the modality varies from highest level in the central perspective, while 'angular-isometric perspective' comes as a second level; the 'frontal-isometric perspective' takes the third level of modality.

4-"*Illumination*, a scale running from the fullest representation of the play of light and shade to its absence." (Ibid, p. 162). Illumination determines the modality level of the

represented picture through light and shade. The picture may vary from full light to full

shade, standing respectively for higher modality and lower one.

8-"*Brightness*, a scale running from a maximum number of different degrees of

brightness to just two degrees: black and white, or dark grey and lighter grey, or two

brightness values of the same colour." (Ibid, p.162).

7.7 Coding orientation

Bernstein's term 'coding orientation' (1981)

To determine the reality of the use of color's different levels of modality, Kress and

Leeuwen have recourse to Bemstein's term 'coding orientation' (1981). The concept of

reality is conceived in accordance with the constitutionalized contexts of the social

groups. The following figure summarizes the four coding orientations:

	Full colour saturation	(Somewhat less than full colour saturation)	Black and white
Scientific/technological	LOWEST MODALITY		HIGHEST MODALITY
Abstract	(above minimum modality)	LOWEST MODALITY	HIGHEST MODALITY
Naturalistic	(below maximum modality)	HIGHEST MODALITY	LOWEST MODALITY
Sensory	HIGHEST MODALITY		LOWEST MODALITY
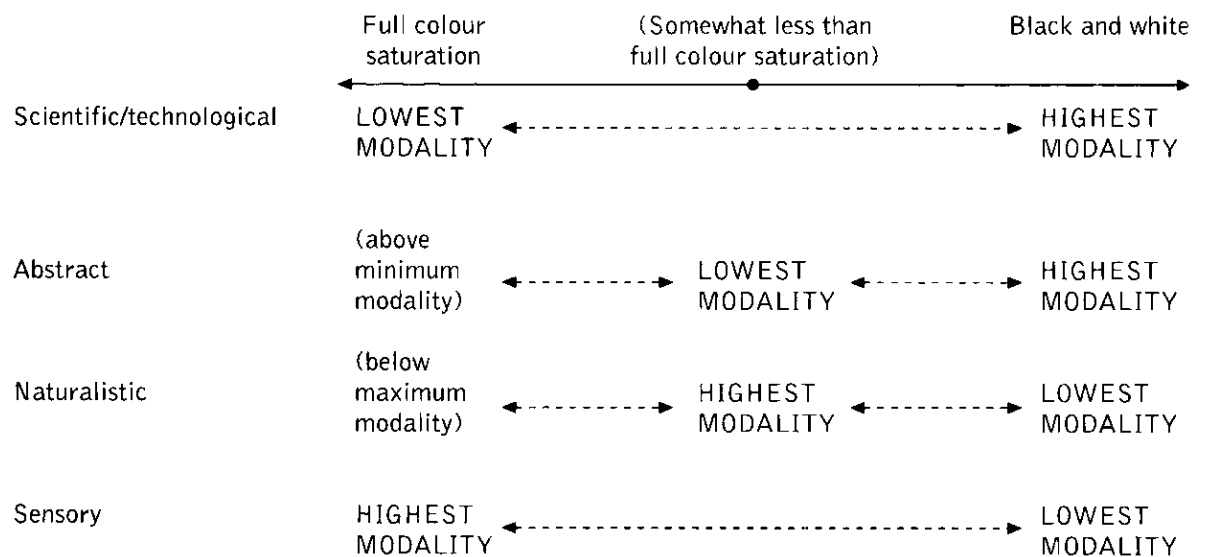
Modality values of colour saturation in four coding orientations (Kress & Leeuwen, 1996, p. 166)

7.8 Composition and the multimodal text

Composition treats the process through which the 'representational and interactive relations' are produced and presented to the viewer. Such relations include what is termed "transactive reaction" and on the other hand, "non-transactive reaction". The former is achieved when the represented participant has a definite look at a precise point; conversely, the latter is attained when the viewer cannot recognize the represented participant's view; in other words, the participant's sight is "out of the frame". The operation leads to the process of the creation of the 'interactive meaning' that can be achieved through three main systems:

> (1) *Information value*. The placement of elements (participants and syntagms that relate them to each other and to the viewer) endows them with the specific informational values attached to the various 'zones' of the image: left and right, top and bottom, centre and margin.
>
> (2) *Salience*. The elements (participants as well as representational and interactive syntagms) are made to attract the viewer's attention to different degrees, as realized by such factors as placement in the foreground or background, relative size, contrasts in tonal value (or colour), differences in sharpness, etc.
>
> (3) *Framing*. The presence or absence of framing devices (realized by elements which create dividing lines, or by actual frame lines) disconnects or connects elements of the image, signifying that they belong or do not belong together in some sense. (Ibid, p. 177)

The three elements do not seem to be independent from one another, but they are closely interconnected and complement each other. In this manner, there are elements that

give information about the image, others make it salient or not for the viewer, while others focus on the presence or absence of the framing.

7.9 Given and new: the information value of left and right

The issue of "Given" and "New" corresponds respectively to the information value of the elements that are placed either left or right. The Given element is introduced as something that is quite 'familiar' and 'already known by the viewer'. On the other hand, the New is recognized and presented as something which is not 'known'. In this manner, the viewer has to give it "special attention" since it is a 'problematic' issue that requires to be insightfully considered.

> For something to be Given means that it is presented as something the viewer already knows, as a familiar and agreed-upon point of departure for the message. For something to be New means that it is presented as something which is not yet known, or perhaps not yet agreed upon by the viewer, hence as something to which the viewer must pay special attention. (Ibid, p. 181).

The Given is usually related to the left side, meaning that what is presented to the viewer becomes a routinely common practice that does not deserve discerning interest. The New, on the contrary, is principally placed on the right side of the magazines and which provocatively invokes the viewer for close contemplation.

7.10 Ideal and real: the information value of top and bottom

The information value of top and down that the picture provides is dichotomized respectively into the ideal and the real. The top or the upper part of the text focuses on the various promises that the consumer is expecting from the product; in other words, the text located at the top of the picture idealizes how the product is so useful and can concretize all that the consumer's anticipations. On the other hand, the bottom or the lower part of the picture provides the viewer/consumer with factual information, chiefly the name of the product and where s/he can find it. Kress and Leeuwen (Ibid.) assume that

> In such texts the upper section visualizes the 'promise of the product', the status of glamour it can bestow on its users, or the sensory fulfilment it can bring. The lower section visualizes the product itself, providing more or less factual information about it, and telling the readers or users where it can be obtained, or how they can request more information about it, or order it. The upper section tends to make some kind of emotive appeal and to show us 'what might be'; the lower section tends to be more informative and practical, showing us 'what is' (p.186)

7.11 The information value of centre and margin

In relation with this issue, Kress and Leeuwen give laconic definitions and I would like to keep them as they are so as to not confuse the reader, hence all the information given in this section are literally taken from Kress and Leeuwen (1996).

> *Centred: An element (the Centre) is placed in the centre of the composition.*

> *Polarized: There is no element in the centre of the composition.*

Triptych: The non-central elements in a centred composition are placed either on the right and left or above and below the Centre.

Circular: The non-central elements in a centred composition are placed both above and below and to the sides of the Centre, and further elements may be placed in between these polarized positions.

Margin: The non-central elements in a centred composition are identical or near-identical, so creating symmetry in the composition.

Mediator: The Centre of a polarized centred composition forms a bridge between Given and New and/or Ideal and Real, so reconciling polarized elements to each other in some way.

Given: The left element in a polarized composition or the left polarized element in a centred composition. This element is not identical or near-identical to the corresponding right element.

New: The right element in a polarized composition or the right polarized element in a centred composition. This element is not identical or near identical to the corresponding left element.

Ideal: The top element in a polarized composition or the top polarized element in a centred composition. This element is not identical or near identical to the corresponding bottom element.

Real: The bottom element in a polarized composition or the bottom polarized element in a centred composition. This element is not identical or near-identical to the corresponding top element.

Salience: The degree to which an element draws attention to itself, due to its size, its place in the foreground or its overlapping of other elements, its colour, its tonal values, its sharpness or definition, and other features.

Disconnection: The degree to which an element is visually separated from other elements through frame lines, pictorial framing devices, empty space between elements, discontinuities of colour and shape, and other features.

Connection: The degree to which an element is visually joined to another element, through the absence of framing devices, through vectors and through continuities or similarities of colour, visual shape, etc. (Kress & Leeuwen, 1996). **(Italicization is mine)**

7.12 The communicative functions of colour

According to Kress and Leeuwen (1996), clours are endowed with multidimensional functions, ranging from representing ethnic groups, flags, places; it is not only that, but they play other roles in societal environment, namely in the creation of social relations. Kress and Leeuwen assume that the use of colours contribute to energize or calm down the enthusiasm of people. It should be also noted that the notion of colours and their connotative dimensions are significantly bounded by the cultural background of social groups, in the sense that the connotation of a colour may differ from one culture to another.

The colour scale varies from saturation, to purity, modulation, differentiation and hue. Saturation scale represents the moves from the pure to the pale. According to Kress and Leeuwen (Ibid), it is the scale whose"… key affordance lies in its ability to express emotive 'temperatures', kinds of affect. It is the scale that runs from maximum intensity of feeling to maximally subdued, maximally toned-down, indeed neutralized feeling." (p. 233). As for the pure colour, it is argued by Kress and Leeuwen that the latter varies between pure and hybrid scales; while the former is limited to the basic colours such as red, blue, green, black, yellow, the latter is ideological perceived as a mixture of colours. Modulation is the transition from a full colour to a rather flat one, knowing a gradual diminution from a bright pure clour to feigning one. Differentiation of colour is achieved through the movement from a monotonously undistinctive scale to a "maximally varied palette" to extremely multiple use of colours. Hue comprises the red and blue clours; the red stands for "warmth, energy, salience, foregrounding, and the blue end with cold, calm, distance, backgrounding." (Kress and leeuwen, Ibid, p. 235).

8. Qualitative methods

The primary function of the qualitative research is that it investigates the manner in which individuals or group of people produce and convey a meaning through the

mechanism of their speeches and body languages. The researcher's role and function is to elicit enough information from the interviewees so as to provide a credible data to be analyzed. Due to the fact that the researcher deals closely with the interviewees, it offers him/her with firsthand knowledge about how they live in their daily life, act towards different manifestations, think of circumstances, react towards cultural, social and psychological phenomena and behave vis-à-vis their environment.

The objective, however, behind focusing mainly on the qualitative methods is to keep within the framework of discourse analysis because the quantitative methods will drive a bit from this context. The focus on the qualitative methods, therefore, provides a data (respondents' discourse) which is, in a sense or another, equal in nature to that of the MLM companies. The entire concentration on these methods offers an opportunity to juxtapose the discourse of MLM with that of the focus group with the purpose to draw a close analogy between the two discourses. Put differently, if MLM discourse is seen as a thesis the one of the focus group will be considered as anti-thesis.

Critical discourse analysis seeks to identify the created or invented reality that urges the distributors to believe in. The qualitative methods will question how these distributors react towards this reality along their affiliation with MLM companies and when they resign.

The analysis of the discourse of the focus group in the light of quantitative methods will take into account the use of language: the choice of words, expression, the tone, the pitch in addition to the facial expression. In addition to the language use, quantitative methods with consider observation as well because sometimes when the interviewees cannot express themselves in words, they convey their thoughts through gestures.

9. Data collection

This section will be devoted to data collection and to the different procedures that are followed to collect and select the more adequate and more relevant data in order to hopefully be pertinent in the analysis of this thesis. In order to comprehensively deal with the different aspects of this thesis, the data will cover a variety of parameters, ranging from written texts, still and moving pictures, training workshops, videos (multi-modal) texts in which moving pictures and language are mixed, in addition to focus groups interviews.

The main objective behind choosing such diverse data is to consider both the producer through texts, workshops and videos while the response of the consumer and the investor will revealed through focus group interviews and questionnaire. In this way, the analysis will be objectively treated as each side will be developed via the provided discourse.

In relation to the selected texts, the main focus will take into account excerpts from the brochures, booklets and flyers offered by some multi-level marketing organizations. Along the workshops meetings and training, the participants/investors receive all sorts of concrete clarifying procedures namely written passage which are mostly substantiated with still pictures. In conducting a critical discourse analysis, the choice of the texts will answer and clarify the objective behind choosing and selecting these texts and passages. In other words, the focus on these texts will be a means of justification of the power of discourse in exercising certain power in spreading some particular ideologies.

The selected extracts will constitute the core investigation of the craftily managed discourses of MLMs whereby they manipulate the receiver, be it individual or collective. The chosen texts will be listed according to different multi-level marketing organizations in order first to draw an analogy among them and second to see closely to what extent they differ or they agree on some procedures as far as discourse is concerned.

In addition to texts, the analysis will focus also on the still pictures that will be primarily taken from the booklets, the brochures and the flyers. These will be concrete apparatuses to analyze which social segmentation becomes the target of the MLM and why. The conclusion drawn from the selected pictures will justify the main objective of the market-level marketing and why they aim behind juxtaposing still pictures contiguously to written texts.

Moving pictures, though it seems hard to concretize them in the dissertation, are relevantly useful in the study of CDA in this dissertation. It is so important to deal with this type of data because the videos will reveal the speeches of the leaders of MLMs, their professionalism in public speaking and the way they ideologically influence the audiences through oral discourses, through introducing successful investors and how in very short span of time they become millionaires and even billionaires (names of persons and their new conditions and ranks are shown publicly as proofs).

The other important data that constitutes a pivotal factor is workshop trainings in which the first and introductory principles and fundamental basis of MLM are introduced and explained to the investors and participants. Workshops are indeed a mixture of spoken and written texts which are most of the time accompanied with graphs and all sorts of

explanatory methods. It is also considered as the space of coaches whose major and primary role is to convince the attendees by all means. Such means plays an important role in inducing and coaxing new investors as it depends on face-to-face contacts where ideas, questions, answers and suggestions are largely exchanged.

The last two remaining source of data collection are the questionnaire and focus group interviews. These two issues will lead us to tackle the question of MLM of a dual perspectives that of quantitative and qualitative. In this connection, a mixed method is considered a means which will help in comprehensively deal with all the aspects MLM and the different feedback of both the mass of participants and the individuals who seem to be more knowledgeable of the matters of such marketing strategies and their main objectives.

CDA deals essentially with the discourse be it written or oral and basically includes only qualitative methods. This thesis also includes interviews of a focus group whose responses produce a discourse that will be quantitativelyanalyzed. On this basis, I will deal only with the qualitative methods in my analysis.

9.1Focus group interviews

In the broad sense of the two terms, quantitative deals with the large sample (questionnaires in particular) and qualitative takes into account the small sample (focus group interviews). It seems that there is a unanimous agreement among scholars on the definition of focus group and its purposes, characteristics, objectives and the chosen participants. In this regard, Anderson (1990) pointed out that a focus group interview is deemed to be "a group comprised of individuals with certain characteristics who focus discussions on a given issue or topic" (p. 214). Denscombe (2007), however, gave more details about focus group interviews as he clarified that "focus group consists of a small

group of people, usually between six and nine in number, who are brought together by a trained moderator (the researcher) to explore attitudes and perceptions, feelings and ideas about a topic" (115).

To place the term in its historical context, focus group was traced back to 1926 and was adopted since then in social sciences, though according to Merton (1990) this method had been reluctantly explored between 1950 and 1980. But it regained grounds and space as a fundamental method afterwards.

As for some of its characteristics, focus group is based on the way the moderator/researcher ignites his/her interviewees in order to illicit the maximum of information. Then he/she should not be neutral in the discussion of the topic and do not allow any opportunity for the participant to go astray from the specific topic.Finally, the moderator should seek the common and different opinions of his/her focus group.

There are different objectives behind the use of focus group interview. First, it offers and in-depth and in-detail collection of "high-quality" data about which the moderator may lack profound information. In this context, Stewart and Shamdasani (990) demonstrated that such characteristic offers "… a rich and detailed set of data about perceptions, thoughts, feelings and impressions of people in their own words" (p.140). Second, it provides the moderator with a close and face-to-face contact with the participants to observe and detect their reactions and feedbacks. Third, firsthand information is particularly more authentic than a secondhand one.

Though both of them are in fact an uphill task to take, focus group is deemed to be harder than questionnaires for a number of reasons. As far as time is concerned, qualitative data requires time management both on the part of the moderator and participants because it is hard to find a reasonable and adequate span of time that pleases

all the participants. The space where the interviews are to be held is also another limitation in focus group. The main problem is how group the participants in a space where they could not be influenced by one another; otherwise, it is probable to get almost the same answers.

The other hindrance that faces the moderator in focus group interviews is the question of gender as sometimes it is a problem to mix males and females is a specific space. This creates uneasiness for both sexes, especially when the topic tackles gender problems. Another problem related to the issue of gender is the dominant participant(s) for sometimes some of them want to satiate on any question, ignoring the presence of the others.

The participants of the focus group are not chosen randomly and haphazardly, but they are selected minutely. The five participants, therefore, have different occupations and, as far as sex is concerned, they are both males and females. As for their occupations, the focus group comprises two doctors of different sex, a druggist (a male), two experts in nutrition (a male and a female), and a businesswoman. With the exception of the male expert in nutrition, the other five participants are, in fact, close friends of mine and they all welcome the idea and show willingness and readiness to express their opinions. The discussion was domestically held and hence I was pleased to serve and be at the disposition of my guests. After delightfully enjoying some cakes and juices, we engaged successively and extensively in a series of questions and answers.

9.1.1 Analysis of focus group interviews

The analysis of focus group interviews follows systematic steps, ranging from providing a description, though not in details, of the discussion and at the same time, summarizing the respondents' answers, remarks and suggestions, observing the

respondents' tone, statements and words. To achieve this objective, scholars distinguish among three main distinct perspectives: constructivism, phenomenology and interpretivism. Constructivism that derives its prospects from psychology, sociology and cultural anthropology, posits that the members of a social group reflect the way they objectively and generally share, or they fail to do so, some views about an issue. On the contrary, phenomenological approach is rather individualistic and subjective and is interested in the response of the individual and the way he/she is different from the general consensus. Finally, the interpretivism approach that derives its parameters from ethnography in particular takes into account the individual's words and actions that is to say his/her verbal and non-verbal ways of expression, concentrating on which aspect is more dominant in the discussion.

9.1.2 Observations

Along the question-answer process of the focus group the participants spontaneously produce some reactions in their responses which the moderator can identify and observe. This encourages the moderator to focus on identifying and observing some features with which the participants are characterized. First, there are 'intensity' and 'expression' through which the interviewees proceed in their conversations and reflect their emotions and their feelings towards either the questions or the other participants' responses. Second, the other features that the focus group usually demonstrate is the issue of 'reason versus reactions', in the sense that how the individual is supposed to face the group. Third, the focus group also raises the problem of 'doubt and disbelief'; this issue entails the clash between the individual's standpoints, either being a dominant or can influence the group; conversely, the conversation may prove the opposite that is the individual yields to the influence of the groupthink. Finally, the focus

group produces the confrontation between 'individuals versus the group'; such a state reflects the way the individual(s) represents a social segment –profession, age, lifestyle … etc.

CHAPTER FOUR: DATA ANALYSIS

This section will tackle the collected data, focusing in the first place on the different issues that constitute the platform of some MLM organizations. The discourse of MLM firms is not de facto confined in one aspect but it is diverse in nature and wide in scope, in the sense that the discourse(s) raises a variety of issues and covers different social segmentations. In this vein, the MLM discourse(s) include by definition different topic and subtopics, ranging from wealth, health, freedom, economic independence, displacement and biologization.

The first data that I will tackle is an example of Unicity organization discourse; it is a two-pages documents that summarizes the six steps that a participant can take so that his/her dreams will come true in no time.

10.Unicity

10.1.A brief history of Unicity Organization

Unicity is an American organization which was founded in 1903 and which depended on food supplements. It was based on three main strategies, first wealth, second health and third freedom. The organization has more than 40 franchises all over the world in addition to the headquarter in Ohayo, there are others in Thailand, France, Canada, UEA, Algeria, Kuwait, Oman, Jordan, to name but a few. Unicity has more 400 products all of which are supplement foods. It was considered as one of the biggest organizations of producing supplement foods and cosmetics. Statistically, there are thousands of organizations producing the same products but only 17 of them whose turnover is of more than 1 billion US dollar a year and Unicity was one of them; in 2018 its turnover reached 3.2 billion USA dollars. Unicity is the merger of Enrich Company, the first company to

have put vitamin Capsule in 1972, and The Rexal Company that carried out research and studies on the food supplements since 1903.

The critical discourse analysis of Unicity will be confined to a flyer that seems to summarize the exclusive parameters upon which this MLM organization founds its marketing strategies. The flyer contains six steps to success in which each step is devoted to carry out a specific message so as to convince the participates to join out of conviction the organization.

10.2 The analysis of the discourse of the flyer of Unicity

GETTING STARTED RIGHT
6 STEPS TO SUCCESS

1. START
    GET STARTED
✓ **Pick A Starter Pack**
✓ **Lock In Your Spot**
✓ **MANAGER IS BEST**
✓ **Or Work Your Way Up**

2. USE
    **Start Using the Core
Products Right Away!**
✓ **Create Your Own Story**
✓ **Commit to AutoRefill**
✓ **Explore & Try Other Unicity
Products**

3. SHARE
    **SHARE UNICITY'S PRODUCTS &
OPPORTUNITY**
MAKE A LIST ... WHO DO YOU KNOW THAT WANTS OR NEEDS TO ...
✓ **Lose Weight?**
✓ **Regulate Blood Sugar, Cholesterol,
Triglycerides, Digestive System, etc.
naturally & without side effects?**

✓ **Start the day with a quick, tasty, and nutritious breakfast?**
✓ **Have the energy & mental clarity to make it through the day without spikes, crashes, and jitters?**
✓ **Make more money in an honest way with no risk?**
✓ **Spend more time with their family without a reduction in income?**
✓ **Have more personal & financial success than they've been able to create with their job or profession?**
✓ **Get paid what they deserve instead of what their job is worth?**

4. BUILD
✓ **Start Your 3 Legs to Diamond**
✓ **Enroll & Place Your 1st 5 Partners in Your 1st Month**
Watch the Video & Download the Team Building Worksheet at PGDSystem.biz

5. CONNECT
✓ **Watch the DMO Training Videos @ PGDSystem.biz**
✓ **Monday Night Primetime**
✓ **Wednesday Webinar**
✓ **Team Training with your upline**
✓ **Local Trainings & Events**
✓ **Super Saturday Webinars**
✓ **Social Media**
✓ **Regional, National, & International Events**
✓ **Register for Reward Trips so your points will be tracked**

PLUG IN TO THE SUPPORT SYSTEM

6. ADVANCE
MOVE UP THE RANKS
BUILD A SOLID BUSINESS
DUPLICATE

RANK	POINTS	BONUS
DIRECTOR	**5.000**	**$2.000**
SR. DIRECTOR	**10.000**	**$3.500**
EXEC. DIRECTOR	**25.000**	**$5.000**
PRESIDENTIAL DIRECTOR	**50.000**	**$10.000ank**
PRESIDENTIAL SAPPHIRE	**100.000**	**$20.000**
PRESIDENTIAL RUBY	**150.000**	**$30.000**

PRESIDENTIAL DIAMOND	250.000	$50.000
DOUBLE DIAMOND	500.000	$150.000
TRIPLE DIAMOND	1.000.000	$500.000
CROWN DIAMOND	2.000.000	$1.000.000

If we consider the 'GETTING STARTED RIGHT' flyer, we notice that it is craftily scheduled in two pages, laconically presented and comprehensively covers all the different mechanisms upon which Unicity organization is established. The analysis will proceed by dealing chronologically with the six steps as each step seems to lead to next one stressing the progress that the participants will make.

1. START

     GET STARTED

✓ **Pick A Starter Pack**

✓ **Lock In Your Spot**

✓ **MANAGER IS BEST**

✓ **Or Work Your Way Up**

What is noteworthy is that the imperative mode is predominant in the first five steps, a mechanism which reflects the dual function of Unicity organization discourse. On one hand, the imperative such as 'Pick, Pack; Lock; Work' shows and insists on executing the orders of the speaker and that there is the idea of master-servant relationship. It is quite apparent that the imperative reflects what the addressee should do in order to attain the desired objective. On the other hand, there is, however, the notion that the master is speaking directly to the participants and the speaker is all-knowing and that the listener should be heedful to these words.

The other interesting point about 'step 1' is its very laconic structure as the four imperative phrases are concisely formed of three and five words. Such strategy

encourages the reader to go through the structure in very few seconds. This will seem unlikely to motivate the reader if the flyer is structured in long and developed sentences. In addition to that, there is the musicality and well-patterned structure that coax the reader to enjoy the wordplay in all the phrases. For instance, the alliteration conveyed through the sound 'P' in 'Pick' and 'Pack' is significantly important as it is easily remembered by the reader.

The use of rhyme is another stylistic device that is present in the structure of 'Step 1' and which enhances the notion of musicality. In this regard, the 't' sound in 'Lock In Your Spot'/MANAGER IS BEST' constitutes the rhyme of these two adjacent phrases. The link between these two phrases is intensified through their connotative dimension. For example, 'Lock In Your Spot' means in the world of soccer do your best to maintain and preserve your place in the team; hence in order to achieve this objective, 'MANAGER IS BEST'. The latter phrase is wholly structured in capital letters deliberately to stress that the biggest and the most important thing that the reader should hanker after is to target is to know how to manage the whole process of Unicity network marketing business.

2. USE

Start Using the Core Products Right Away!

✓ **Create Your Own Story**

✓ **Commit to AutoRefill**

✓ **Explore & Try Other Unicity Products**

In 'Step 2' of the flyer, Unicity network marketing invites the reader to test its products in piecemeal, avoiding thus encumbering the consumer with too much products. Believing that the most effective strategy is to induce the consumer gradually, Unicity organization reduces the scope of interest to 'Personal Care' through guiding the reader to '**Create Your Own Story**'. In this way, if the reader is convinced and create his/her story, it means s/he makes the second step in joining the organization.

The discourse of Unicity then follows a progressive scheme in dealing with the recruitment of the participants/distributors. If the effect of Unicity products becomes quite apparent on the distributors health and physical conditions, this will be a concrete proof for potential consumers to 'use' willingly its products. In line with the focus on the personal scope, the phrase '**Create Your Own Story**'is immediately followed by '**Commit to AutoRefill**'. We notice that 'Your Own' is enhanced by Auto in AutoRefill, meaning refill yourself by yourself. Such phrase is structured purposefully as such because network marketing depends entirely on the progressive efforts made by the distributor himself/herself. This shows how the discourse of Unicity organization has recourse to what Bourdieu (1971) referred to as the notion of 'habitus', meaning "a set of deeply interiorized master-patterns … [that] may govern and regulate mental processes without being consciously apprehended or controlled" (pp. 192-3). Unicity discourse, therefore, attempts to make the distributors interiorize willingly certain principles and strategies and the same time put them into practice without compelling them to do so.

Similarly, the gradual strategy adopted in Unicity discourse is maintained in the final phrase of 'step 2'. Once the distributor is convinced of the products that concerns him/her personally, s/he will '**Explore & Try Other Unicity Products',** drawing him/her to the core of the organization. This tactic reflects the ideological process followed by the Unicity which targets first individual distributor who will be served as a medium between the potential consumers and the products of the organization.

3. SHARE

SHARE UNICITY'S PRODUCTS &

OPPORTUNITY

MAKE A LIST ... WHO DO YOU KNOW THAT WANTS OR NEEDS TO ...

✓ **Lose Weight?**

✓ **Regulate Blood Sugar, Cholesterol,**

Triglycerides, Digestive System, etc.

naturally & without side effects?

✓ **Start the day with a quick, tasty, and**

nutritious breakfast?

✓ **Have the energy & mental clarity to**

make it through the day without

spikes, crashes, and jitters?

✓ **Make more money in an honest way**

with no risk?

✓ **Spend more time with their family**

without a reduction in income?

✓ **Have more personal & financial**

success than they've been able to

create with their job or profession?

✓**Get paid what they deserve instead of**

what their job is worth?

What is noticeable is that there is a shift in the structure of the flyer as it does no more focus on the imperative mode and make use of questions. 'Step 3' marks a structural transition by relying on a series of questions rather than maintaining the sketchy phrases adopted in 'step 1' and 'step 2'. The transition also marks the use of rather long questions as the reader/the potential distributor(s) has become familiar with Unicity discourse. In other words, once the organization (the sender) has a certain impact on the receiver and that s/he is ensnared in its ideologies, it expands for him/her wider scopes both in form and content. The receiver, sometimes a tabula rasa recipient, is seemingly ready to absorb what is dictated to her/him through the discourse of Unicity organization.

On the strength that 'step 3' SHARE constitutes the core of the flyer since it comprises the central and crucial factors around which Unicity discourse revolves: health and wealth, or as it usually clamored by Unicity coaches 'if you want to be healthy and wealthy' join Unicity. In fact, the flyer summarizes what Unicity coaches preach in workshop trainings and meetings as both sides insist on the two dimensions that seem to be ineluctable haunting and gnawing problems for the majority, if not all of it, of the population, that is to say how to become healthy and wealthy in no time and forever. Moreover, 'Step 3' is endowed with gyroscope mechanism that draws all the other five steps together and includes what has been said in the two first steps and at the same time it foreshadows what is going to happen in the three remaining steps.

In relation to the form of the discourse of 'Step 3', the questions are to be reformulated as follows:

✓ **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Lose Weight?**

- ✓ **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Regulate Blood Sugar, Cholesterol, Triglycerides, Digestive System, etc. naturally & without side effects?**

- ✓ **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Start the day with a quick, tasty, and nutritious breakfast?**

- ✓ **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Have the energy & mental clarity to make it through the day without spikes, crashes, and jitters?**

- ✓ **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Make more money in an honest way with no risk?**

- ✓ **WHO DO YOU KNOW THAT WANTS OR NEEDS TOSpend more time with their family without a reduction in income?**

- ✓ **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Have more personal & financial success than they've been able to create with their job or profession?**

- ✓ **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Get paid what they deserve instead of what their job is worth?**

In this vein, the presentation of 'Step 3) in a series of questions is functional as it serves two main objectives. In the first place, the questions establish a conversational relationship between the sender (Unicity discourse) and the receiver (reader/distributor). Put differently, the asked questions are expected to be answered, hence the question-answer process is a medium whereby the bond of familiarity is established between the two interlocutors. In this connection, the structured discourse in a series of questions enhances the interaction between the two sides and draws them closely together.

The second objective raised by the questions outlines the content as it is meant to refresh the mind of the receiver to recall the persons who are in need of health or wealth

or both of them. This is why 'Step 3' from inception imperatively exerts the receiver to "MAKE A LIST" of the targeted customers. In a related vein, the targeted consumers are usually family members (sisters, brothers, father, mother, cousins…), close friends and colleagues of the workplace. Most distributors take advantage of the close correspondence of their family members and their intimate friends to establish the first customer base of the network marketing business.

One of the remarkable points to be made of 'Step 3' is that out of eight questions only the first two ones deal with health while the remaining six ones focus on wealth. In other words, health deserves only one quarter of the whole affair, whereas wealth takes the lion share that is to say three quarters. The broad discrepancy between the small number of questions devoted to health and that consecrated to wealth is structurally connotative. Based on Unicity discourse as it is stated in the flyer, we can deduce that the issue of health is relatively less important than that of wealth. It becomes clear that the discourse of Unicity gives more importance to money making than to health caring.

After dealing broadly with both the form and content of 'Step 3', now we tackle in detail the different questions because each one raises a special issue of Unicity discourse. For instance, the question "**WHO DO YOU KNOW THAT WANTS OR NEEDS TO Lose Weight?**" refers to a very particular side of health care that is obesity. The discourse of Unicity seems to be heedless of hundreds of destructive problems of health and purposefully confined the issue to overweighed people irrespective of their gender, age or social class. Unicity discourse granted priority to attractive and shapely bodies as a response to the approximately worldwide conceptualization of beauty. The majority of people all over the world, especially women, are haunted with the overweight problems because they feel that they are socially marginalized. Hence, by appealing to the desire of the majority of

the population, Unicity discourse executes its ideological influence by promoting the slimness culture.

The classification of the questions is hierarchically significant as it deals with the issues of foregrounding and back-grounding. To 'lose weight' is deliberately foregrounded because it constitutes the core issue around which the other social problem revolve. Though the problem of obesity differ relatively from one nation-state to another, it remains a great problem especially for the Western countries, chiefly United States and Europe. Physically well-shaped persons, be they males or females, are likely to be integrated socially and are also given precedence in the job market recruitments.

Still in line of health, in the second bench comes the problem of blood sugar, cholesterol, triglycerides and digestive system. The question, therefore, **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Regulate Blood Sugar, Cholesterol, Triglycerides, Digestive System, etc. naturally & without side effects?** is enhanced by the adverb 'naturally & without side effects'. The new wave of healthcare is the consummation of natural and bio products as it is believed that they are effective and without side effects at all. In this regard, as we will see later on, all Unicity products, especially nutriceuticals, are labelled as naturally bio organic. The discourse of Unicity, therefore, uses the jargons that become familiar among consumers so as to appeal to the 'desire' and 'needs' of the customers worldwide. In this vein, many of Unicity products are prefixed with 'bio' such as 'BIOS LIFE', 'BIOS LIFE C', 'BIOS LIFE Slim', 'BIOS LIFE E', 'BIO REISHI COFFEE' to name but a few. The prefix 'bio' is also enhance by the term 'natural', meaning that all Unicity products are basically one hundred per cent natural. For instance what is called **'5 STEP METABOLIC HEALTH PROGRAM'**,which are hydrate, exercise, cleanse, nourish, and target, is basically derivative from natural and bio products. In this regard, the combination of Unicity's discourse of the concepts 'bio' and 'natural' is intentionally maintained so as to promote

the motto that proclaim that naturally bio products are healthful and without the least side effects.

The third question **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Start the day with a quick, tasty, and nutritious breakfast?** is indicative of the promotion of the notion of health. Unicity justifies its ideological context through instigating the distributors to induce the customer to follow a strict, well-programed and 'nutritious' ingredients which could not be found anywhere but in its products. As it is mentioned above, nutritious life is principally founded upon five complementary steps; 1- 'hydrate' that is to say pure and natural water plays a vital role in natural metabolic processes; 2- 'exercise' boosts metabolism through burning calories; 3- 'cleanse' helps the body to maintain a metabolic health; 4- 'nourish' "reduce[s] the effect of aging, maintain[s] health and vitality as well as improve[s] overall metabolic function"; 5- 'target' includes all the positive effects whose Unicity products can produce chiefly "metabolic health such as cognition, digestion, respiration, circulation, gut health, inflammation, vision, cell signaling, skin health and many other areas." (for more details see the following site http://uk.unicitylibrary.com/wp-content/uploads/sites/52/2017/09/Product_Catalogue_EN-2.pdf).

Question three focuses on the process of maintaining a healthy body with the purpose to be prepared for the second stage of Unicity schemes, which is the procedures of moneymaking. In order to be active and have the ability to carry out enthusiastically the uphill task of convincing the consumers to purchase Unicity products, the distributor should be endowed with immune and healthy body. This is unavoidable and omnipresent Unicity discourse strategies; the coaches in all workshop trainings and meetings insist on the fact that the distributors have to test Unicity products as a mechanism to encourage other clients to do the same thing. Hence, they offer some products to the present people

to taste them and ask them to give their opinion afterwards as a strategy to illicit some information.

Question four **"WHO DO YOU KNOW THAT WANTS OR NEEDS TO Have the energy & mental clarity to make it through the day without spikes, crashes, and jitters?"** is relevantly related to the above one. It leads to the body "energy" and "mental clarity" of the distributor to carry out successfully and effortlessly his business. Unicity as MLM business, therefore, presents itself as priceless opportunity for all volunteers who want to run a business without "spikes" in the sense that the participant does need to consume too much effort nor is he menaced by "crashes" – the risks of business failure, nor will s/he suffer the jitters – dominated by business nervousness. By insisting on the tripartite factors of "spikes", "crashes" and "jitters", Unicity discourse raises the main issues which seem to shake the motivation of the distributor.

According to the discourse stated in question four, all businesses need "spikes" that is they require great effort to be done, except business with Unicity which presents itself as a user friendly, meaning that anyone can "make it through" without the least toil. In the same way, people are usually afraid on bankruptcy; however, question four shows that Unicity business is "crashes" free. Finally, it seems that the psychological troubles caused by other occupations, Unicity business entails no mental nervousness. In this respect, the discourse of Unicity focuses mainly on the most import issues which people may confront in their jobs.

After insinuating to money making in questions three and four, question five of the flyer **"WHO DO YOU KNOW THAT WANTS OR NEEDS TO Make more money in an honest way with no risk?"** introduces directly and explicitly the issue of wealth. The question is particularly modified by three main concepts which are the adverb 'more', the adjective 'honest' and the noun 'no risk'. The three concepts are purposefully added to the structure of the

question in order to intensify the credibility of the Unicity as a network marketing business.

To begin with, the adverb 'more' is an encouraging tool, meaning that in addition to the regular income of the distributor, s/he will profit from 'more money'. In this way, the escalation in the social hierarchy becomes a possible opportunity with Unicity business. What is noteworthy is that Unicity discourse is confined in the first place the American society and the way they can concretize and externalize the American dream, but it is directed to the worldwide societies. Hence the ideology of aligning the globe along capitalism is also present in the structure of the question.

Secondly, the structure of the question is also modified by the adjective 'honest'. The concept honest has a referential function as it refers to the dishonest business of what is called pyramid schemes; as we have already demonstrated, these schemes are famous for their untrustworthiness. There is also the implication of the notion of legitimacy in the sense that Unicity as a network marketing is lawful and that it has nothing to do with the illegal function of pyramid schemes. The discourse, therefore, insists on the fact that doing business with Unicity is 'honest' so that it disavows of the dishonesty and unlawfulness of the pyramid schemes.

Finally, there is the idea of 'risk' of which all participants are afraid because of its fateful repercussions. The problem of risk is also considered an ineluctable and portentous phenomenon which financially dilapidates so many victims. To illustrate this point, pyramid schemes do not depend on products selling, but they are entirely based on recruiting new participants, so anyone who cannot recruit recurrently new participants will probably lose his/her money. In this connection, discourse calls the attention of those who are ready to run a business with Unicity will not put their money at stake. In a nutshell, the inclusion of "more money in an honest way and no risk" in the structure of

question four serve as bait that entices the distributors to embark on affiliating in Unicity. They believe that it is a golden opportunity to lawfully make money and to be psychologically at ease in their business.

The shift to question six **"WHO DO YOU KNOW THAT WANTS OR NEEDS TOSpend more time with their family without a reduction in income?"** marks a combination of money making and family welfare. Unicity discourse purposefully blends the issues of wealth and children upbringing because both of them constitute an unsolvable dilemma for most families. Unicity as network marketing business offers the solution for any married couple or for those who think of the future marriage that they can make money and at the same time save the cost of baby-sitters. In addition to that, the focus on the family in the broad sense of the word includes not only the nuclear family but it could be extended to the large family.

Question six, therefore, is skillfully structured by combining the two main factors which makes life happy: family time management and a regularly warranted income. In this vein, people who are concerned with maintaining a financially and socially balanced life can find it specifically in joining Unicity network marketing business.

In comparison with the six previous questions, question seven of step three is endowed with a rather complex structure. Hence, the question **WHO DO YOU KNOW THAT WANTS OR NEEDS TO Have more personal & financial success than they've been able to create with their job or profession?** Focuses on comparing two procedures in money making. The question emphasizes the priority of Unicity's opportunities over those presented by an official "job" and "profession". Normally the revenue of an extra job or a part-time one is usually less lucrative than that one a full-time occupation. With Unicity, as the question demonstrates, it is totally the opposite since the participants and the distributors can profit more from an extra work than they do with an official job or profession.

In addition to that, the question broaches the issues of the total "personal" freedom in money making. This is very important because the new capitalism preaches the notion of the individual's financial independence. Unicity discourse, therefore, authenticates the desires of the population and that its program meets adequately their needs.

Question seven has a double function in the flyer; first it sets up the comparison between Unicity network marketing business and personal job and profession. The juxtaposition of the two makes the priority of Unicity over one's profession very conspicuous. Second, the discourse goes hand-in-hand with what people champion in the modern era that is freedom of financial earning.

Question eight **"WHO DO YOU KNOW THAT WANTS OR NEEDS TO Get paid what they deserve instead of what their job is worth?"**–the last question of step three- is also revolves around money making and financial success. If we draw an analogy between question seven and question eight, we notice that they are similar in their content though they seem different in their structures. The same as the structure of question seven is set up comparing two sides, so does question eight. Both of them favor the importance of earning money over the professed job.

The last two questions, therefore, are accidently structures as such, but the discourse is outlined in this way for the sake of emphasizing the rank of earning money while positioning the issue of the job and profession in the second bench. Hence financial procedures are kept till the last two questions in order to be inculcated in the thinking of the participants. In this vein, the last thing that the participants should think of is the process of making money and makes his/her life better.

To sum up step tree of the flyer, we can say that Unicity discourse gives more importance to financial problems and also makes more emphasis on the lucrative side

than on the issue of healthcare. Such predisposition will also clarified later on when draw an analogy between the catalogue of Unicity products and that of promotion.

Now we move to step four, which is structured as follows:

4. BUILD

✓**Start Your 3 Legs to**

Diamond

✓**Enroll & Place Your 1st 5**

Partners in Your 1st Month

Watch the Video & Download the Team

Building Worksheet at PGDSystem.biz

Step four is titled "Build", meaning how to proceed in the process of building a successful Unicity network marketing business. It is noticeable that the discourse in step four regains the imperative mood as a strategy to galvanize the participants to put into practice the different stages of money making. What is more important in step four is that the compensation plan introduced in the flyer skips intentionally so many other yet subordinate ranks adopted by Unicity. Hence the imperative mood **"Start Your 3 Legs to Diamond"** is double-edged structure in the sense that it literally urges the participants to really "start" building the ranking level and at the same time it means that the participants can "start" at the rank of "Diamond". As it will be shown later on in the compensation plan, the first rank of "Diamond" is 'Presidential Diamond' whose bonus is $50.000. In this manner, the rank of "Diamond" serves as bait to appeal to the desire of the participants to join Unicity.

The second sentence of step four "**Enroll & Place Your 1st 5 Partners in Your 1st Month**" is also structured in the imperative mood. By insisting on the fact that the participants should "enroll" in Unicity business in the "1st Month", the discourse reveals

that there is no time to be wasted. The notion of time saving is immediately enhanced by offering the procedures and the links -**Watch the Video & Download the Team Building Worksheet at PGDSystem.biz** –whereby the participants can "start" their "Diamond" rank. So doing the participants will immediately enjoy what they have been promised in 'step three' that is **"Make more money", "Spend more time with their family", "Have more personal & financial success",** and**"Get paid what they deserve"**. In this way, the interconnectedness between the steps reflects that the latter are organically interrelated and chronologically complementary.

Now we tackle the fifth step of the flyer; if we take the content of this step, we noticed that it looks like a continuation of the preceding steps (step four) in the sense that it goes on giving details about the process building a successful Unicity network marketing business. Above all 'step five' is not haphazardly titled "CONNECT", but in fact it is labelled so because it provides the different procedures through which the participants can make their through easily and in no time.

5. CONNECT

✓**Watch the DMO Training Videos @ PGDSystem.biz**

✓**Monday Night Primetime**

✓**Wednesday Webinar**

✓**Team Training with your upline**

✓**Local Trainings & Events**

✓**Super Saturday Webinars**

✓**Social Media**

✓**Regional, National, & International Events**

✓**Register for Reward Trips so your points will be**

tracked

PLUG IN TO THE SUPPORT SYSTEM

Now let us consider carefully the various constructions as they are chronologically stated in 'step five'. Bearing in mind that the structures of the different steps of the flyer should not be in incongruent, the experts of Unicity minutely develop the instructions of this step. The discourse of the flyer has already promised the participants that they will **"Spend more time with their family"**, so the majority of the training processes are available at home or on the net.

For instance, the participants can **"Watch the DMO Training Videos @ PGDSystem.biz"** at home and among the members of their family; in the same way, they can follow the training programs on the radio near their family while listening to the **"Monday Night Primetime"**, a moment when the number of listeners reaches its highest rate; similarly, the participants will be close to their family while following comfortably the training procedures at home via **"Wednesday Webinar"**, **"Super Saturday Webinars"** and **"Social Media"**.The only two cases that constitutes the exception of being omnipresent with one's family is when the participants will be engaged in **"Local Trainings & Events"** and **"Regional, National, & International Events"**.

As it is the case with the previous steps, 'step five' also ends up with structure that leads to the next step so that the organically linked process of the flyer is kept. In this connect, the imperative mood of **"Register for Reward Trips so your points will be tracked"** is structurally functional as it introduces in advance the compensation plan which constitutes 'step six', the final step of the flyer. The "Reward" that the participants will profit from are, de facto, is shown deliberately in the final step. The reason why compensation plan and reward schedule are kept till the end is a case in point.

While the discourse of the five previous steps seems to provide the abstract tools and potential factors for the participants to convince them to join Unicity business, 'step six' provides the tangible mechanism whereby they can concretize their daydreams.

Let us consider the way the following compensation plan is introduced to the participants. In principle, the participants' psychological or physical efforts are to be commensurately rewarded so as these toilers feel satisfied and 'DUPLICATE' their labors. Such motive is maintained in the organically developed discourse of Unicity flyer. In this vein, 'step six', the last step, is consecrated to the compensation plan, showing the different ranks, the required points and the deserved bonus.

6. ADVANCE

MOVE UP THE RANKS

BUILD A SOLID BUSINESS

DUPLICATE

RANK	POINTS	BONUS
DIRECTOR	5.000	$2.000
SR. DIRECTOR	10.000	$3.500
EXEC. DIRECTOR	25.000	$5.000
PRESIDENTIAL DIRECTOR	50.000	$10.000ank
PRESIDENTIAL SAPPHIRE	100.000	$20.000
PRESIDENTIAL RUBY	150.000	$30.000
PRESIDENTIAL DIAMOND	250.000	$50.000
DOUBLE DIAMOND	500.000	$150.000
TRIPLE DIAMOND	1.000.000	$500.000
CROWN DIAMOND	2.000.000	$1.000.000

N.B. SR: Senior Director; EXEC. Executive Director

As it is shown above, the compensation plan, labelled "ADVANCE", is enhanced by three verbs put in the imperative mood, all of which aim at galvanizing the participants to target the highest ranks. In this respect, "MOVE UP THE RANKS", "BUILD A SOLID BUSINESS" and "DUPLICATE" metaphorically imply that the participants should not be satisfied with the lower positions. The more they move up in ranks and build a solid business of their own the more they will duplicate their bonuses.

What is important is that the imperative mood is not the sole stimulating mechanism, but there are other tools used to make the flyer more conspicuous. First, the red color of the font makes the titles more apparent and more attractive for the viewer. Hence, a different color and more particularly the red one catches the attention of the participants in particular to seek the best bonus in the highest ranks. Second, the use of capitalization is metaphorically functional, in the sense that the bigger the letters the bigger the promises. Finally, there is hierarchically progressive movement reflected by the different verbs; things starts by moving then building and ultimately duplicating.

The ranks introduced in the flyer, however, are not really the first ones from which the distributors and participants are supposed to profit initially. There are other ranks for the beginners such as silver pin, golden pin and diamond pins. The distributors are told that these ranks are but provisional ones and that these will be quickly transcended in a few days.

The scale of bonus is implemented by a detailed schedule of sixteen pages titled "Unicity Compensation Plan". It is through this schedule that the distributors discover the eight income streams – 1retail profit, 2 personal rebate, 3 fast start bonus, 4 Unicity Lifestyle bonus, 5 infinity bonus, 6 president's club bonus, 7 additional franchise positions and 8 chairman's club bonus *(for more details see appendix of unicity compensation plan)*. To encourage the distributors to crave for higher ranks and

considerable bonuses, Unicity organization provides a minute and detail table for each stream. In other words, Unicity concretizes and externalizes the benefits that awaiting for the distributors. Such strategy makes the distributors think of absolutely nothing but of concretizing their objectives and that a-one-day-billionaire dream might come true.

What is remarkable about the sixteen pages of the compensation plan is that it consecrates fourteen pages to the details about the streams of bonuses while devoting only two full pages for pictures and other two pages which are a combination of texts and pictures. Such point enhances the strategy adopted in the flyer mentioned before. This will be clarified in detail when we deal with the schedule devoted to the products.

10.3 Sociocultural dimension of the discourse of the flyer

In principle, it is conceived among scholars of critical discourse analysis that language practicality is manifested primarily in the social context. It is through language use that the functions of social framework and the cultural background of societies are displayed. In this connection, the pattern of the texts' structure reveals how the mechanism of power/hegemony and the hidden ideologies are created and maintained in the relationship between the sender and the receiver. Jorgensen and Philips (2002) point out that

> In critical discourse analysis, language-as-discourse is *both* a form of action (cf. Austin 1962) through which people can change the world *and* a form of action which is socially and historically situated and in a dialectical relationship with other aspects of the social.

The sociocultural dimension will revolve around the axis of the hidden ideologies structured in the discourse; In addition to that, it will tackle to what extent the sender exercises some sort of hegemony over the receiver and the different strategies that followed and applied in this relationship.

10.3.1 Ideology

This section will outline the repercussions resulting from the discourse of the flyer on Moroccan society, chiefly on those who are engaged and participated in Unicity Organization. In order to test to what extent the discourse of the flyer convincingly draws the attention of the participants and shakes their emotions it is better to relate it to the training events that are organized by the up-line leaders to sensitize and guide the down-line participants.

As an active participant in different Multi-level Marketing organizations, namely Unicity International, Tiens Group, I have attended endless training meetings organized by the up-line leaders of each company. All of them open the sessions with slogans and mottos that ignite the appetite of the attendees. Some of these mottos go as follows: "Good morning millionaires", "hello wealthy people, hello healthy people", "hi hopefulness, hi successfulness", "goodbye salaries, welcome fortune", "salary = stagnation, business = billion", to mention but a few persistently repeated slogans.

Another relevant factor to be added to the trainings is the social status of the participants who attend the trainings, hoping to improve their financial conditions. Socially speaking, the majority of them belong to the lower class (workers), simple officials (in public or private sectors), and jobless ones. In other words, the attendees are experiencing hardships of all sorts and endeavor at whatever cost to ameliorate their social and financial conditions.

The discourse of Unicity Organization, though it is dichotomized towards both healthcare and lucrative objectives, primarily focuses on the financial benefits of the participants. In the light of the mentioned-above mottos, - millionaires, wealthy, hopefulness, successfulness, salaries, business, billion -, the world of moneymaking is mentioned seven times while health is alluded to only once. The objective behind such unbalanced condition between health and wealth is that all the attendees are haunted and obsessed with improving their social status than taking care of their health condition. Put differently, moneymaking is persistently foregrounded in training meetings while health problems that backgrounded or given subordinate interest.

Being aware that the participants are more concerned with improving the financial question than with taking care of their health matters, the up-line leaders reverse the strategies or rather the steps maintained in the flyer. In all training meetings I have personally attended, it noticeable that our up-line leaders plunge immediately in the magical like process whereby the participants, irrespective of their educational and preoccupation background, can become millionaires in no time. To authenticate such claim, the leaders usually refer to the Bahraini leaderMajdi Oubaid, who has become a billionaire in a very short time.

Figure 1

Unicity is an American Multi-level Marketing organization whose social, economic and ideological parameters are essentially derived and based upon what is labelled as the "new capitalism". This economic and ideological system is established upon the motto of "making money with other people's money", meaning that you can prosper at the expense of other victims. It also preachers financial independence of the individuals irrespective of their age and gender, their freedom of ownership and the rapid escalation in the social and financial hierarchies.

Based upon the above assumptions, the ideology of the discourse of Unicity can be touched through a variety of structure techniques followed in the flyer. In the first place, the discourse appeals straightforwardly to the financial needs of the participants. This fact is highlighted through the observation and discussion with some participants, especially female ones. They all internalize the idea of financial freedom and independence of ownership, believing that it is 'a golden opportunity'. In this connection, it becomes clear, at least among participants of Unicity, that the ideology of individualism is progressively inculcating in Moroccan's attitudes and hence it is on the process of becoming a recognized social practice and an established norm.

The analysis then focuses on how the discourse of Unicity is ideologically invested in other regions other than its origin that is America. In fact, though the scope of the influence is yet so wide and its nature is neither so diverse,the ideology of American lifestyle contributes to the restructuration of some of Moroccans' one.

10.3.2 Hegemony/power

Hegemony is carried out through the discursive articulation of the relationship between the sender (Unicity organization) and the receiver (Moroccan participants). It is the ineluctable interaction between the creation of discourse and its consumption in

society that power and hegemony are manifested (Fairclough, 1995). Such manifestation is concretized more particularly in the social change that occur in the identity of the societies and their individuals.

Power relation between the sender/producer and the receiver/consumer is conveyed through both face-to-face interaction chiefly in training meetings and mediated via media tools namely booklets, brochures and flyers. The thesis will tackle both the former and the latter issues to outline the way the two of them proceed in dealing with participants' recruitment. In addition to that, the treatment of both sides will provide the reader with the strategies that are followed in coping with the actual subject in face-to-face interaction and communicative procedures that are taken in dealing with the ideal subject in media tools.

Firstly, the focus will fall upon the media tool, which is in this respect, the flyer. What I would like to clarify in this respect is the issue of what is termed "*causality*". It is an attempt to outline who is causing what, and who is dealing with whom. The answer to these questions takes into account the grammatical form of *nominalization,* a process of identifying the *noun* that is the agent or the causer of the produced discourse. As it is seen below, the grammatical form of the Unicity flyer discourse, the aspect of nominalization remains unspecified in all the sentences that cover the whole discourse. The causer of the discourse remains unknown; accordingly, the absence of the nominalization makes the reader feel as he were receiving some sort of revelation from an all-knowledgeable person whose erudition is unquestionably true. Conversely, the identification and specification of the receiver/consumer of the message is clearly stated; it is "You", that is to say the potential participant(s). Nominalization form displays that the discourse applied in Unicity flyer targets the probably impending consumer in particular.

MAKE A LIST ... WHO DO YOU KNOW THAT WANTS OR NEEDS TO ...

✓ **Lose Weight?**

✓ **Regulate Blood Sugar, Cholesterol, Triglycerides, Digestive System, etc. naturally & without side effects?**

✓ **Start the day with a quick, tasty, and nutritious breakfast?**

✓ **Have the energy & mental clarity to make it through the day without spikes, crashes, and jitters?**

✓ **Make more money in an honest way with no risk?**

✓ **Spend more time with their family without a reduction in income?**

✓ **Have more personal & financial success than they've been able to create with their job or profession?**

✓ **Get paid what they deserve instead of what their job is worth?**

As it is shown above, the seven-ticked sentences carry out another grammatical form other than that of nominalization. If we drop the first sentence, which totally stated in bold letters, we notice that the other sentences are grammatically composed in the form of imperative mode. In this particular context, it becomes clear for the participant that the speech is straightforwardly directed to him/her and it is s/he who is the targeted one in the first place.

If we consider the matter from the perspective of modality, it is noticeable that the speaking voice uses the present tense. By definition, the present tense mode emphasizes the immediacy of the action, meaning that the participant is requested to start his business right in this very moment and do not delay it till another time. The present tense, therefore, reflects high modality as it stresses the actual and genuine moment. The present tense also makes the participant go on experiencing the eternal and habitual days, which gives him/her the impression of the reliability of the message s/he is receiving.

Unicity, therefore, exercises certain power on the participant through depending on the use of media discourse – the flyer. Believing that a one-dimensional side of communication is not enough to carry out fully the message, Unicity depends on systematic frameworks that could contribute to the expansion and the entrenchment of its ideologies. Among these, we training meetings are conceived to be the most effective framework which contributed to the concretization of Unicity power over the participant. The discourse of the up-line leaders is usually tinged with examples of financially successful persons who believe in Unicity as an MLM business and who escalate in no time in the social hierarchy.

I think that the above point will remain flat or rather obtuse if it is not supported by concrete illustrations. The example of Stewart F. Hughes, Chief Executive Officer (CEO) of Unicity, is a case in point since he becomes the substantial model whose paved way is tracked by Unicity distributors.

Unity organization resorts to different strategic mechanisms in order to maintain steadily its hegemony over the distributors, chiefly through the CEO Stewart F. Hughes in addition to internationally influencing leaders such as Majdi Oubaid, Jihane Sayegh, Houssine Ashur and Ferass Ayed (see the picture below). All the above figures deliver speeches either directly in meetings or indirectly through recorded lectures in Youtubes.
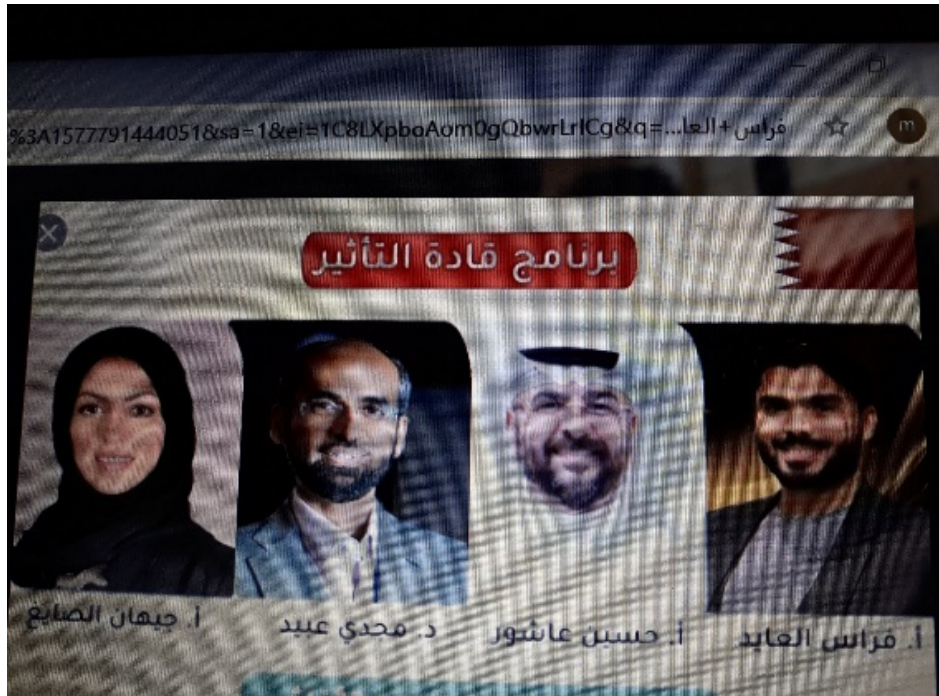
Figure 2

The exercised hegemony of these leaders over the distributors is dichotomized partly onto health problems and partly onto financial ambitions. As for health problems, the leaders focus primarily on the illnesses from which the majority of population suffer chiefly cholesterol, blood pressure, gastric pains, diabetes, obesity, to name but a few cases. To be more practical and have the immediate influence, the leaders usually depend on the testimony of the patients –irrespective of their sex- who suppose to struggle against the trauma of a specific disease. To concretize the effectiveness of the products of Unicity in solving health problems, the leaders juxtapose the pictures of the patient both before taking the supplements and after. The analogy between the two pictures shows clearly the discrepancy between the lamentable condition of the physical state of the patient before engaging in taking Unicity products treatment and how healthy, high-spirited he becomes after believing in these products.
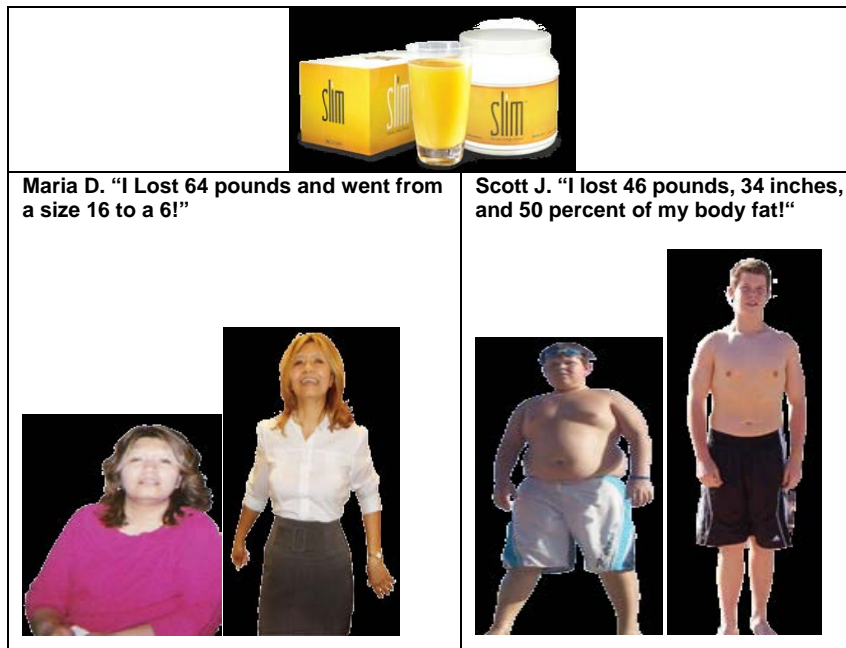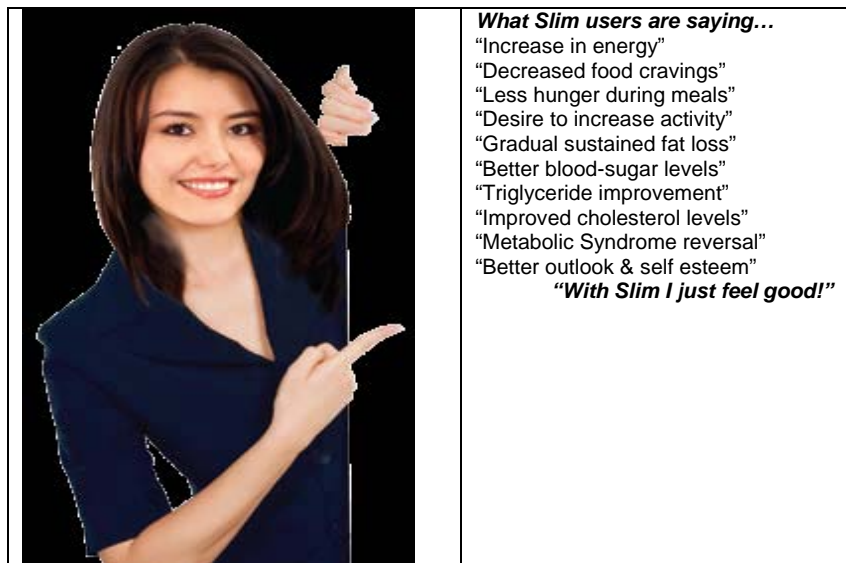
Figure 3

To illustrate the aforementioned argument, let us take the above pictures whose participants are supposed to suffer from obesity and ill-shaped bodies before taking "Slim" product of Unicity and they have a new look after the treatment. Both pictures take into account the gender, the shape, the height and the psychological condition. To begin with, the choice of the pictures of both males and females stresses the fact that there is gender discrimination. Hence, the same as the product is physical fit for men it is also true for women. As for the shape, the bodies look slimmer and well-shaped after losing the fat that disturbs the physical harmony of the body. In this respect, the individual feels more at-ease in a physically harmonious body than in a rather awkward and ill-shaped one.Then, unlike the relatively short height of the individuals when s/he is obese, the two pictures show that the body becomes taller and uprightly harmonious. Accordingly, the loftiness of the body gives the individual self-assertion and self-confidence. Finally, the psychological side is relevantly important since the two pictures reflect the happy mood of the participants.

As it is shown below, the picture mirrors a double-forked message through both the participant (the woman) and the text. The participant is a young, cheerful, slim and physically well-shaped woman, who pointed directly to the testimony of the firsthand users. The text is

well-balanced and well-phrased, harmoniously combining opposed items. In this respect, the user of the "Slim" product can at the same "Increase in energy" through "Decreased food craving". This means that the diminution of the culinary process will not affect the charismatic gifts. The same result can be obtained from "Less hunger during meals" and the "Desire to increase activity".

What Slim users are saying…
"Increase in energy"
"Decreased food cravings"
"Less hunger during meals"
"Desire to increase activity"
"Gradual sustained fat loss"
"Better blood-sugar levels"
"Triglyceride improvement"
"Improved cholesterol levels"
"Metabolic Syndrome reversal"
"Better outlook & self esteem"
"With Slim I just feel good!"

Figure 4

The power of Unicity organization over both the distributors and the consumers is exercised through the mechanism of repetition and insistence on the same causes and consequences of the actual and potential health problems. Following the same string of arguments, the leaders do not only insist on the health conditions that the individuals are actually suffering from, but they also warn them of the process of immunizing their bodies against any probable inflicting infection. The following statements show to what extent the leaders endeavor to convince the distributors and the consumers about the importance of immunizing against any imminent health difficulties.

In fact, the list of the advice given by the leaders of Unicity is rather longer than the ones I deal with in this context. I introduce only these ones because all of them revolve around the role played by Unicity productions in preventing any probable infection that might disturb the harmony of the individual's health problems and in curing the inflicted bodies.

10.2 Training meetings of Unicity

Prevention is better than curing	الوقاية خير من العلاج
Protect your body from diseases	احمي نفسك من الأمراض
Spending money on prevention is less costly than spending it on curing	الإنفاق على الوقاية أهون من الإنفاق على العلاج
Treat yourself before the doctor treats you	عالج نفسك بنفسك قبل أن يعالجك الطبيب
Be merciful to your health	كن رحيما بصحتك
If you want a permanent protection, you need Unicity products	إذا أردت أن تتمتع بوقاية دائمة عليك بمنتوجات يونيسيتي
If you want to get rid of health problems, trust in Unicity products	إذا أردت أن تستريح من المشاكل الصحية ثق في منتوجات يونيسيتي
My supplements are my life	مكملاتي حياتي

10.3 Introducing Unicity CEO

Dear Unicity Distributor,
Not long ago, I was where you are today. In the early 1990s,
I began my career as an independent business owner with distribution rights to the original formula of Bios Life.

Bios Life provided me with a business opportunity and lifestyle I only could have dreamed of previously. Now, as Chairman and CEO of Unicity, my mission is still to take the health benefits of Bios Life – and now many additional products – along with the financial rewards of the Unicity Franchise business model to the world.

This Unicity Starter Kit has been developed based on successful business practices and years of experience. Refer to it as you develop your action plan and as you build your Unicity Franchise. Leveraging the experience of your Franchise sponsor, the information contained in this starter kit, and your commitment will result in a Unicity Franchise you will be proud to own.

Welcome and please accept my sincere best wishes for your success!

Stewart F. Hughes

N.B. (I include the full text of Stewart F. Hughes because it is not clear in the Figure)

Figure 5

The hegemonic power of Unicity organization is effectively transferred through its CEO, S.T. Hughes's words directed to the distributors. His speech takes the form of letter that he sends to the distributor. Apart from the missing date and the address, his speech

is patterned in a letter format with opening and closing details such as "Dear Unicity Distributor", and his signature, whereas the core target of thefour paragraphs covers laconically Unicity's strategies. The power of the speech lies in both in the words' selection and the accurately patterned structure of the utterances.

Hughes' opening speech "Dear Unicity Distributor" is pertinently significant, showing his intention to deal with each individual and not addressing Unicity participants collectively. In this context, the more the speaker deals with the individual alone the more he feels that self-esteem and self-assurance. Conversely, when the speech is delivered to a collective assemblage, the individual thinks that he loses his distinctiveness as he is melted in the mass or rather the multitude. In this way, to establish a familiar and a close correspondence between himself, a CEO and Unicity participants, he names them individually and shuns diametrically dealing with them communally.

The emphasis on the individual achievement is stressed with the first pronoun "I" as subject, the possessive adjective "my" as modifying the subject and the object 'me'. The pronoun 'I' occurs three times in the text while 'my' takes place twice and 'me' only once. What is remarkable is that Hughes utterances accomplish the objective of the individual whether he uses 'I', 'my' or 'me'. A primary focus, therefore, is granted to the success of individualism, a practical feature commended by the Americans. An efficacious person is the one who depends entirely on his/her individualistic potentialities to make his dreams true.

The tense of his speech is equally important. If we consider the following utterance "Not long ago, I was where you are today", we will notice the juxtaposition of contrasting constituents chiefly of tense and adverbs of tense. On the one hand, Hughes draws an association of past and present tense in order to prove that what he had achieved in the past can be also concretized in the present. As an individual, he strongly believes that

success is free from any time constraints; hence, "not long ago" is similar in achievement as "today". In the same way, the second paragraph of Hughes's discourse emphasizes a bridgeable link between the past and the present. In this relation, the health and financial favors he gained from 'Bios Life' in the past are not only maintained, but they are duplicated in the present.

The third paragraph marks a shift of focus concerning the use of the pronouns, dealing exclusively with 'you' and 'your'. After introducing himself together with his fruitfully successful career thatculminates in becoming the CEO and Chairman of Unicity, Hughes indirectly ignites the distributor to take him for a sample. To achieve this purpose, he invokes the individual distributor through inviting him/her by means of the pronoun subject 'you' and the adjective 'your'. In this respect, the text goes as follows: "**you** develop **your** action plan and as **you** build **your** Unicity Franchise. Leveraging the experience of **your** Franchise sponsor, the information contained in this starter kit, and **your** commitment will result in a Unicity Franchise **you** will be proud to own."

The power of the discourse of the Unicity CEO, S.T. Hughes, marks the transition from the individual 'I' to the individual 'You'. Such a shift allows the sender (Hughes) and the receiver (distributor) to link the past and the present and share the successful achievement. Put it differently, the same as the sender managed to achieve victorious accomplishment in the past; thedistributor is given equal opportunities to realize his/her targeted objective in the present. In this relation, the power of the discourse manifest itself in coaxing the receiver to be indulged in the financial and health problems atmosphere of the project. Anyone who has moneymaking difficulties and health problems has to benefit from the excellent opportunity offered by Unicity organization.

The letter-like text of Hughes does not close by looking forward to hearing from the distributor, but by wishing him/her great success as he says "Welcome and please

accept my sincere best wishes for your success!. The sender, therefore, does not want his appeal to be confined to the space of expectation, but he envisions it to be a tangible concretization. Put differently, the sender –Hughes – does not expect that the receiver – the distributor - to take time to respond; on the contrary, he wants him/her to react immediately so as to concretize the tangibility of the feedback.
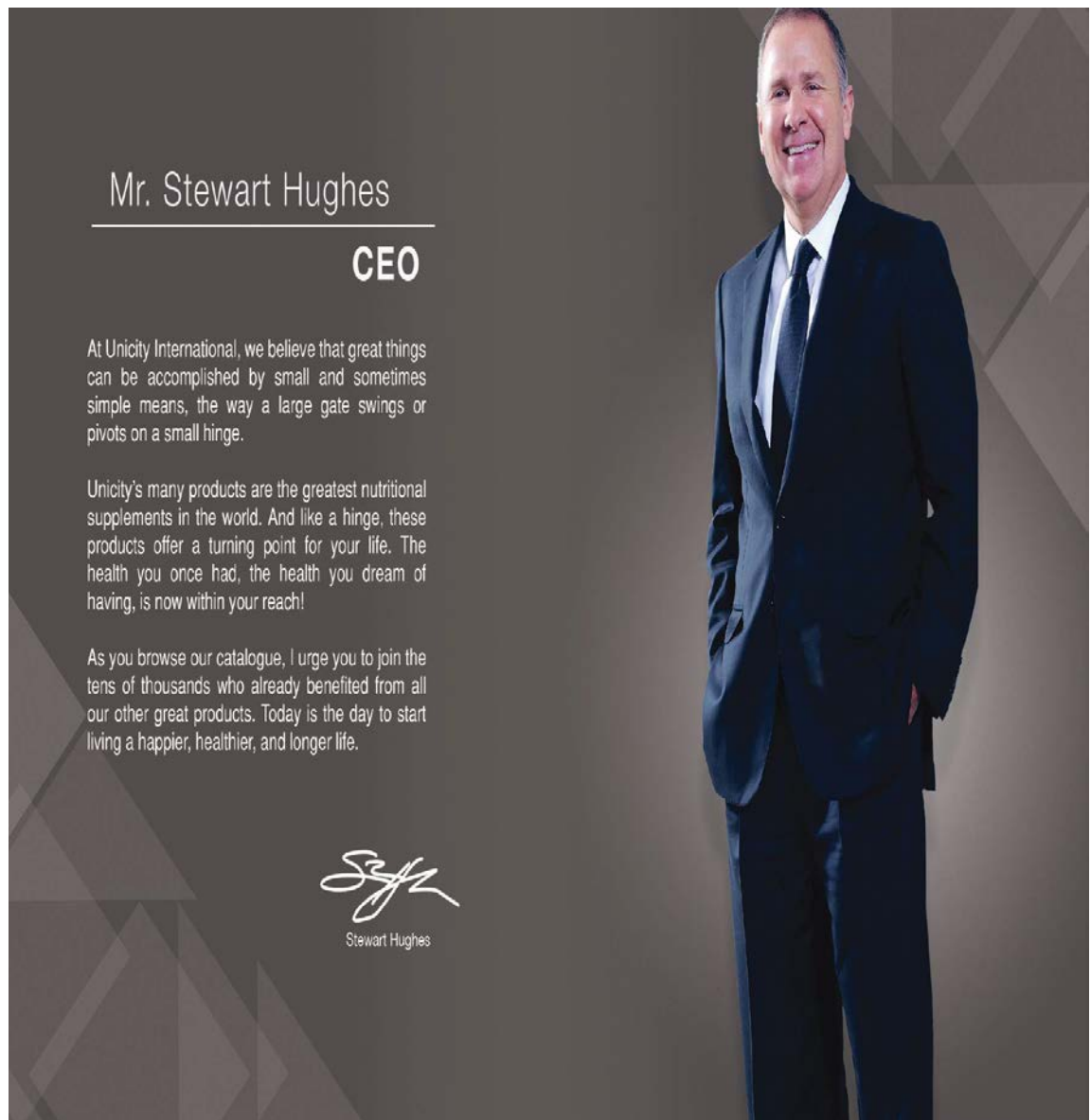
Figure 6

Here is another picture of Unicity's CEO which seems to be designed quite different from the one presented and analyzed above. The entire pattern of the structure is reversed

and modified, ranging from the use of pronouns, picture and text positions, the subject matter and repetition. To illustrate the first point, what is strikingly new is that the CEO no longer speaks in terms of 'I' as an individual, but he performs his text in terms of 'we'. The pronoun 'we' refers to the collectivity of the matter; it is so because the matter of health requires a mutually cooperative staff able to look faithfully after the welfare of the people worldwide. Furthermore, the pronoun 'we' stresses the fact that there is no segregation and no hierarchical stratification impediments that might disturb the harmony of an assuredly successful project. Therefore, if 'we' all share the same opinion, it is probably for sure that 'we' will harvest the same profits.

The second point that deals with the text-picture position focuses more on Unicity as an organization rather than on the CEO as an individual. The two first paragraph are opened by placing the noun 'Unicity' as heads of the utterances of the two paragraphs. In this regard, nominalization is basically functional in this pattern as it makes the name of the organization under focus, emphasizing the fact that it is 'Unicity International', which offers simple yet efficient services to the world at large. The text could be structured as follows: "we believe at Unicity international that great things could be accomplished...". In the same way, the second sentence could be patterned "many products of Unicity …" instead of "Unicity's many products …". Based on the role played by nominalization in emphasizing the term under focus, the text deliberately placed the name of 'Unicity' at the very beginning of the two first paragraphs.

The third point deals with shift of focus concerning the subject matter of the text. The objective of Unicity is not confined solely in money and profit making, but its aim is also expanded and extended to encompass health problems. In this connection, by means of simple procedures and insignificant expenditure Unicity provides 'you' with products that make 'you' "living happier, healthier and longer life".

More important is the use of comparison, which includes both the closing words of the discourse and the juxtaposition of the past and the present tenses. As for the former point, the discourse has deliberately recourse to 'happier, healthier and longer' rather than to the use of the superlative. The objective behind this strategy is to encourage the receiver to compare his/her prior psychological and physical condition with the new one in order to evaluate the difference. Following the same points of arguments, the comparison allows the addressee to notice the difference between Unicity products and the ones of the other organizations. Comparison, therefore, is of a dual function, stressing the difference between the past and the present and between Unicity and the other organizations.

Finally, repetition of the term 'great', which is reiterated intermittently, is deemed to be an added value in the abovementioned discourse of Unicity CEO. In the first paragraph, the term 'great' stresses the capacity of Unicity in creating things from simple components. Hence, the magnitude spirit of Unicity lie in its capability to make use of simple efforts to reach all sorts of greatness. In the second paragraph, the term is used in the superlative, meaning that "Unicity's many products are the greatest nutritional supplements in the world". In the last paragraph, the term 'great' accomplishes its function by reminding the potential distributor that he should wholeheartedly in the efficacy of Unicity products.

The other important point, which is of great and influential hegemony, is the component of religion. This point is slightly introduced through the product catalogues, but it is largely dealt with in training meetings, recorded CDs or presented in YouTube lectures.

11. Tiens Group

The second MLM organization, which is selected among hundred ones to be analyzed in this thesis, is the Chinese company 'Tiens". The choice of this organization is , in fact, ignited by different parameters, chiefly to compare and contrast an extreme capitalist organization –Unicity- to an extreme communist organization 'Tiens', trying to outline their objectives, strategies and foci.

11.1 A brief history of Tiens (Tianshi)

Literally speaking, the name Tiens (Tianshi) is a compound term, comprising two words '*tian*' and '*shi*'. Tian means heaven while shi means lion and the combination of the two words gives the term '*heaven lion*'. Historically, Li Jinyuan, the founder of Tiens, was a resident of Cangzhou, a city famous for its iron sculptures and hence gained the name of 'Lion City'. When Li Jinyuan moved to Tianjin and started his business in 1995, he was still under the influence of his previous city and hence changed the name of Tianjin by Tianshi that became therof the name of his company. Nowadays, the MLM Chinese's company becomes well known as Tiens.

Recently, Tiens has become a strong 'multinational conglomerate' specialized in variety of fields, ranging from providing educational training to different nationalities, indulging in tourism industry by settling hotel which take the name of the organization 'Tiens', to opening finance and e-commerce.

The same as we have dealt with the case of Unicity International in the above section, the case of Tiens will be also confined to a special flyer because it seemingly comprises the different strategic parameters of this Chinese MLM organization. In this connection, personal development, financial satisfaction, family's harmony, stabilized

health and assured retirement are the ingredients that are underfocus in the flyer. The whole discourse deliberately takes into account these points because they constitute the core components around which the life of the individuals revolves.

Here is the flyer in the light of which the analysis of Tiens discourse will revolve, with the attempt to outline the different aspects of this flyer to give a comprehensive view.

11.2 The analysis of the discourse of the flyer of Tiens

If you fulfill all the below questions then Tiens WELCOME YOU!!!

1. **Do you have to work hard all days to earn a livelihood for yourself and your family?**
2. **Do you have been working for years but still no reputable Position, no prominent Car, no own House, no good Salary, no own Business?**
3. **Do you have to listen to your irritating boss daily and can't even take control of your own life in spite of your Boss?**
4. **Are you Happy or Satisfied with your current position in Market even you have a lot of potentials?**
5. **Can you fulfill your Dreams of Big Home, Luxury Car, Handsome Income, Own Business, International Traveling, working on this same position within 3-5 years?**
6. **Do you see yourself doing the same job for the rest of your life or YOU are looking for a better OPPORTUNITY?**

If your answer to last question is BETTER OPPORTUNITY then Tiens is for you.
We will help you fulfilling your Dreams, how we helped others Achieving this.(See RoleModels Tab)
We will show you how to develop your own Franchise Business with no investment.
Go through our Business Model and you are all set to contact US.

What you require for this Business?

For this Business, no Higher Education is compulsory, no special capability is demanded and no Professional Experience is required. The only prerequisite is your skills, willingness to work hard and desire to excel. As you do Tianshi Business, there are no virtually risks. You do not have to hold any investment, any inventory and any employees. Tianshi has taken care of all the rest.

Once you join Tianshi as Consultant/Distributor, you will be able to benefit from the vast resources of the company. All the assistance and training will be provided to you. Tianshi is one big and Happy family, spreading all over

the world and you may make Great achievements with your partners-downlines together.

Welcome to a Happy Family of Millions across the Globe.

Why TIENS as a Career?

TIENS is serving humanity from last 17 years & its international recognition can be estimated by the following figures.

Tiens Global Achievements:
Working as Registered company over 110 countries, All over the world its business is established in 210 countries. It has 50,000 Franchises all over the world.
"Awards Given by Tiens to its Independent Distributors":(2011 FIgures)
Car Awarded: 2,547
Yatch Awarded: 455
Air Plane Awarded: 220
Luxury villas Awarded: 180
Free Tours Awarded: 8,70,000 people
Largest Gathering: 1,00,000 Attends
One & Only Private organization that is the member of UNO.

Tiens Business

As one of the world's fastest growing multinational companies, TIENS offers people from diverse backgrounds flexible working hours, a healthy working environment, and career development opportunities.

Business Opportunity

TIENS offers qualified natural products to global consumers and is dedicated to helping everyone experience a healthy lifestyle.
TIENS products are based on 5,000 years of ancient Chinese culture, and are developed using a philosophy of healthy therapy, merged with the latest innovations and research of diverse fields such as global life sciences, nutrition and health, and medical science.
TIENS has developed several high-quality and world-class product series including health foods, health care, beauty care and home care.
At TIENS, we draw inspiration from nature and use natural ingredients. Our formulas are based on advanced science and global technology to ensure high-quality products and the perfect combination of "natural" and the "best".
TIENS products capture world trends and share professional conception.

Traditional Marketing

Rs.5/-

Producer

Regional Distributor
Sole Distributor

Transporter
Whole Seller

Retailer

S.D **R.D** **W.S** **T** **R**

Rs.14/-

Users/عوام

18 کروڑ
1 کروڑ

9 کروڑ

1. Purchase

2. Use

3. Recommend

TIENS

DSB

USERS /عوام

TIENS

Self Empowerment

Fulfill your personal dreams, create your own unique value, develop a fulfilling career, and enjoy a happy and confident life at work and at home. Communication at TIENS creates trust; trust fosters affection; and affection creates miracles. Happiness arises from developing and using quality products that help build a quality life.

TIENS offers training programs in many areas based on individuals' career development needs and interests including sales, economics, and public relations.

Enjoy and contribute to the unique TIENS corporate culture, and develop a positive, optimistic, determined and confident attitude.

Choice and change are constants in everyone's life. However, how to choose and how to change are the focuses for one in his or her life goal.

If you are willing to merge your career with TIENS, we will warmly welcome you with our quality products and outstanding service.

For further details,

Check our Facebook Page

or See us on +92-306-3459472

Lahoretiens@gmail.com

TiensPak.jimdo.com

Fulfill your personal dreams, create your own unique value, develop a fulfilling career, and enjoy a happy and confident life at work and at home. Communication at TIENS creates trust; trust fosters affection; and affection creates miracles. Happiness arises from developing and using quality products that help build a quality life.

TIENS offers training programs in many areas based on individuals' career development needs and interests including sales, economics, and public relations.

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If you are willing to merge your career with TIENS, we will warmly welcome you with our quality products and outstanding service.
For further details,
Check our Facebook Page
or See us on +92-306
Lahoretiens@gmail.com
TiensPak.jimdo.com

Life-time Career

TIENS' marketing staff "creates wealth today, realize dreams tomorrow, and realize the value of life the day after."
TIENS provide full time or part time jobs with flexible working hours and flexible work environments for employees with diverse lifestyles and needs.
Challenging salary systems - rewards are based on the results of hard work. The more you work, the more you will be rewarded. This compensation system allows you to improve the quality of living conditions for you and your family.

N.B. **The flyer is taken from the following link https://tienspak.jimdofree.com/career-tianshi/**

The analysis of the discourse of the flyer will follow Fairclough's three-dimensionalparameters –text, discourse practice and sociocultural practice. Hence, we will gradually move from text analysis, to interpretation down to the explanation of the social analysis and its implications. In order to facilitate the analysis process, we will divide the text of the flyer into different parts because each one of them introduces a special point.

11.3Text and social practice analysis of the flyer

If you fulfill all the below questions then Tiens WELCOME YOU!!!

1. Do you have to work hard all days to earn a livelihood for yourself and your family?
2. Do you have been working for years but still no reputable Position, no prominent Car, no own House, no good Salary, no own Business?
3. Do you have to listen to your irritating boss daily and can't even take control of your own life in spite of your Boss?
4. Are you Happy or Satisfied with your current position in Market even you have a lot of potentials?
5. Can you fulfill your Dreams of Big Home, Luxury Car, Handsome Income, Own Business, International Traveling, working on this same position within 3-5 years?
6. Do you see yourself doing the same job for the rest of your life, or YOU are looking for a better OPPORTUNITY?

If your answer to last question is BETTER OPPORTUNITY then Tiens is for you.
We will help you fulfilling your Dreams, how we helped others Achieving this. We will show you how to develop your own Franchise Business with no investment.
Go through our Business Model and you are all set to contact US.

The very first point of the flyer seems to catch the attention of the reader through a series of questions that ineluctably and permanently haunt him/her and constitute a real exasperating factor from which he/she endeavors to divest oneself. The questions run the gamut from the daily activities down to the far-reaching issues of the future via the prospects and the prerequisites that challenge the accessibility of a decent life. The first question then "**Do you have to work hard all days to earn a livelihood for yourself and your family?**", invites the reader to reconsider the effort, be it physical or mental, one makes just to hardly earn his day-to-day life. This question calls the reader to pay attention to the futile underway plan he/she is envisaging for his/her life. The great effort made by the individual is dramatically intensified by the high modality carried out in the use of the modal of obligation '**have to**'. Such expression underpins the daily experienced traumas the individual undergone to survive.

Even more challenging is the second question "**Do you have been working for years but still no reputable Position, no prominent Car, no own House, no good Salary, no own Business?**". The second question marks an extension both time and nature, covering all the fundamental necessities that are tuneful with a virtuous and easy-going life. The question, therefore, moves the very problems of the "days" to another broader dimension that encompasses the "years". It is not only a question that "**you have to work hard all days**", but it is a matter that "**you have been working for years**". Both question one and two show that the individual is doing much effort in vain, realizing absolutely nothing. Similarly, the question knows an expansion concerning the nature of the prerequisites of each ambitious individual who hanker after a prosperous livelihood. The question seems to invite the reader to consider that living means "**reputable Position**", "**prominent Car**", "**own House**", "**good Salary**", "**own Business**". Put

differently, Tiens discourse insists on the fact that life, in order to be agreeably enjoyed, should be seen through the lenses of positive parameters and not otherwise.

The second question, therefore, marks a movement from what is too general to the stratification and enumeration of the specifications of life. In this respect, "**livelihood**" is not at all a purely singularized component; on the contrary, life is constituted of the amalgamation of complementary and unified components that comprise a "**Position**" a "**Car**", a "**House**", a "**Salary**" a "**Business**". In this way, the discourse of Tiens Company ignites the reader in order to widen the scope of his/her interest and to diversify one's vision of life.

Importantly, the structure of the second question accomplishes a two-dimensional objective. On the one hand, the use of capitalization that characterizes that the inevitable constitutes of the individual's life that are **reputable Position**", "**prominent Car**", "**own House**", "**good Salary**", "**own Business**". Functionally, capitalization makes life's components more prominent and more enticing. On the other hand, the structure of the question deals with items in a series. Grammatically speaking, such pattern requires the use of the conjunction "and" just before the last item of the series and at the same means that these are the only items that should be included. Hence, if we consider the items in series of the question, ("**Do you have been working for years but still no reputable Position, no prominent Car, no own House, no good Salary, no own Business?**") we notice that the conjunction "and" is missing. This shows that the items of life, according to Tiens Company discourse, are not categorically confined to what is stated, but there are other underway relevant components to be accomplished along the process of life.

3. Do you have to listen to your irritating boss daily and can't even take control of your own life in spite of your Boss?

The third question broaches the workplace hierarchies that usually take the top-down strategies in which the lower rank (the employee) has to 'listen' to the orders of the higher rank (the boss). The question comprises five key words – listen, irritating, daily, boss and life – and these words constitute the backbone of the problems from which keep complaining most of the individuals. First, the individual has to 'listen' only, which means that he becomes voiceless and cannot express his own opinion. Such a condition paralyzes the potentialities of the individual and transforms him/her into a subaltern who has to execute the orders of the hegemony of the powerful. The second key concept of the question –irritating – reminds the individual of the unbearably distressful condition that he/she expects in the workplace. A psychological state disturbs the mind of the individual who cannot by no means shun facing the omnipresent boss. The situation becomes dramatically critical as the confrontation between the silenced employee and the vociferating boss grows into a 'daily' practice. As a solution why the individual's potentialities and competences should not be employed in the creation of a hopeful life? In other words, the question ignites the individual to benefit from his/her daily life in order to warrant a successful future.

4. Are you Happy or Satisfied with your current position in Market even you have a lot of potentialities?

The fourth question harps on the psychological condition of the individual whose objective in life is to be 'happy' and 'satisfied'. Though the matter of happiness is argued that it is relative and depends on the individual's standpoint about it, the question makes it specific by relating it to the 'current position'. In other words, the discourse implies that if the individual's position makes him/her happy and satisfied or not at all. Happiness becomes more challenging and thought-provoking once linked to the individual's 'potentialities' as the latter qualities warrant a happy and satisfied life conditions. The

choice of pertinent terms, therefore, awakens the spirit of the individual to opt for a better life through the means of one's capacities.

5. **Can you fulfill your Dreams of Big Home, Luxury Car, Handsome Income, Own Business, International travelling, working on this same position within 3-5 years?**

The fifth question serves as a reminder and a transition because it reiterates once again the rudiments about which the individual keeps thinking incessantly, and it prepares him/her for the best way whereby the 'dreams' will be true. In the first place, it prompts the individual to recall his/her objective in life through "Big Home, Luxury Car, Handsome Income, Own Business, International travelling"; secondly, it takes the individual in piecemeal to the ultimate purpose whereby he/she can overcome all the hindrances that deprive him/her of concretizing the actual dreams through "**looking for a better OPPORTUNITY**" . Question six (**Do you see yourself doing the same job for the rest of your life, or You are looking for a better OPPORTUNITY**), therefore, entices the individual to disavow of his/her unprofitable job in which he/she consumed up his/her potentialities in vain.

Question six constitutes the core key of the first part of the flyer as it marks a turning point in the conceptualization of the individual about the true components of livelihood. Most of the individuals are deprived of having a "luxury car", denied "handsome Income", stripped of their "Own Business" and divested from enjoying "international travelling". On this basis, "looking for a better opportunity" to turn this wishful thinking into reality can be effortlessly concretized through the means of Tiens Company.

The six questions that constitute the first part of the flyer serve as warm-up strategy, appealing in the first place to the psychological condition of the individual. This section makes under focus the constituents from which the majority of the individuals are

hankering after in their life. Doing so, the flyer's scheme accomplishes two main objectives; first, it coaxes the individual to reconsider the actual state he/she is entangling in; second, it immediately offers him/her the efficient alternative that will prompt in no time a better life.

This is the second part of the flyer whose discourse sheds light on the prerequisites that the individual should be endowed with to successfully ameliorate his/her life.

What you require for this Business?

For this Business, no Higher Education is compulsory, no special capability is demanded and no Professional Experience is required. The only prerequisite is your skills, willingness to work hard and desire to excel. As you do Tianshi Business, there are no virtually risks. You do not have to hold any investment, any inventory and any employees. Tianshi has taken care of all the rest.

Once you join Tianshi as Consultant/Distributor, you will be able to benefit from the vast resources of the company. All the assistance and training will be provided to you. Tianshi is one big and Happy family, spreading all over the world and you may make Great achievements with your partners-downlines together.

From inception of the second part, the discourse persists in directing straightforward question to the reader, asking him/her "What you require for this Business?". The respondent does not need to think of the required prerequisites because the discourse supplies them immediately after asking the question. The answer focuses primarily on all the possible issues that may hinder the individual to achieve his/her goals in life, be they educational or professional, annulling them altogether. The answer, therefore, takes on the same items used in the question so that the individual/reader recalls again the structure he/she has just read. In this relation, the prepositional object " For this Business" with the answer begins, reminds him/her of the last words he/she reads in the question.

Importantly, the answer allows the reader to free himself/herself from the misgivings thanks to the negative form of "No" that precedes the mandatory

qualifications required in the recruitment of any job. "For this business", however, the individual needs **"no Higher Education is compulsory, no special capability is demanded and no Professional Experience"**. Following the same thread of argument, the discourse gives no time to the reader to think and guess what should be done as the solution is immediately presented in the next sentence that is "**The only prerequisite is your skills, willingness to work hard and desire to excel**". In this respect, unlike the traditional way of recruitment which mandatorily necessitates that the person in question should equipped with special diplomat, training experiences and a high educational background, the discourse of Tiens offers an opportunity based on personal perseverance.

The other enticing point that the discourse raises is that Tiens (Tianshi) exempts its distributors from all sorts of existing or potential risks since it is the Company, which will be in charge of whatever problems. It assures its adherents that as they "**do Tianshi Business, there are no virtually risks**". Importantly, the distributors are very free from whatever business responsibility because they "**do not have to hold any investment, any inventory and any employees**". To eradicate all sorts of obligations that the distributors are supposed to be entangled in, the discourse insists on the fact that "**Tianshi has taken care of all the rest**".

The discourse of the second part of the flyer focuses on a new dimension that draws the distributors closer to Tiens Company. In this connection, after divesting the individual from the responsibility, offering a job opportunity regardless to the educational background and promising that the company will be in charge of its own affairs, Tiens expects that the reader will "**join Tianshi as Consultant/Distributor**" and that s/he "**will be able to benefit from the vast resources of the company**". Having the intention to settle the consultant's mind, Tiens implements the discourse of the flyer with

more assuring promises since one of its fundamental procedures is that "**All the assistance and training will be provided to you**".

The second part of the flyer concludes its discourse by putting the distributor among a global connection, meaning that wherever s/he might be s/he will not only find supports but also s/he will also make business. The scope of Tiens business is so wide that it constitutes "**one big and Happy family, spreading all over the world and you may make Great achievements with your partners-downlines together**".

In a nutshell, the second part of the flyer removes all the presupposed and potential uncertainties that might shake the confidence of the distributor, be they professional qualities, educational talents or financial supports. Tiens, therefore, presents its credentials as an easy task that requires personal ambitions and readiness to profit from ones abilities without the constraints of the boss-employee relationship of the traditional job market.

Welcome to a Happy Family of Millions across the Globe.
Why TIENS as a Career?
TIENS is serving humanity from last 17 years & its international recognition can be estimated by the following figures.

Tiens Global Achievements:
Working as Registered company over 110 countries, All over the world its business is established in 210 countries. It has 50,000 Franchises all over the world.
"Awards Given by Tiens to its Independent Distributors":(2011 FIgures)
Car Awarded: 2,547
Yatch Awarded: 455
Air Plane Awarded: 220
Luxury villas Awarded: 180
Free Tours Awarded: 8,70,000 people
Largest Gathering: 1,00,000 Attends
One & Only Private organization that is the member of UNO.

The part of the flyer is introduced from inception by asking a pertinent question about the purpose behind choosing Tiens Company as a business for all individuals irrespective of their age, gender, educational and professional occupations. The choice of Tiens Company stems from a variety of interconnecting and complementary factors ranging from "**serving humanity**", endowed with "**international recognition**", and prolifically awarding its distributors.

Tiens Company propagates that its sole objective is to serve humanity through two main processes: providing stress-free jobs for all individuals all over the world and supplying them with healthy and bio-based products. In addition, since Tiens Company is recognized as a registered company in over 110 countries, it founds solid business in more 210 countries and it creates almost 50 000 franchises worldwide, it deservedly gains international acclamation. Such wide scope of nationalities is an added value to the individuals since it offers them to contact a variety of people with different cultural, social and intellectual backgrounds. It an opportunity to increase one's business, knowledge and career.

The last component of the third part of the flyer is strikingly enticing and appetite exciting for two main reasons. In the first place, it is written in red and bold letters, which makes an outstanding feature that is singled out among the other parts of the flyer. Second, it lists all the awards that are favorably dreamt of by any individual. In this respect, as it is shown below, a car, a yatch, an air plane, a luxury villa and a free tour excite the willingness of the individual to join Tiens Company.

"Awards Given by Tiens to its Independent Distributors":(2011 FIgures)
Car Awarded: 2,547
Yatch Awarded: 455
Air Plane Awarded: 220
Luxury villas Awarded: 180
Free Tours Awarded: 8,70,000 people

Largest Gathering: 1,00,000 Attends

To conclude, the third part of the flyer summarizes the objectives behind choosing of Tiens Company as a career for all individuals, focusing primarily on the international rank the company enjoys for so many years, insisting on the feasible job opportunities with which it provides the individuals and displaying the various awards, it generously gives to the independent distributors.

The fourth part of the flyer exposes the essence of its successful expansion nationwide and worldwide and clarifies the crucial procedures that taken into account so that it cannot only maintain the credibility and the confidence of the actual consumers, but also it aspires to meet the desire of the potential ones.

Tiens Business
As one of the world's fastest growing multinational companies, TIENS offers people from diverse backgrounds flexible working hours, a healthy working environment, and career development opportunities.

Business Opportunity
TIENS offers qualified natural products to global consumers and is dedicated to helping everyone experience a healthy lifestyle.
TIENS products are based on 5,000 years of ancient Chinese culture, and are developed using a philosophy of healthy therapy, merged with the latest innovations and research of diverse fields such as global life sciences, nutrition and health, and medical science.
TIENS has developed several high-quality and world-class product series including health foods, health care, beauty care and home care.
At TIENS, we draw inspiration from nature and use natural ingredients. Our formulas are based on advanced science and global technology to ensure high-quality products and the perfect combination of "natural" and the "best".
TIENS products capture world trends and share professional conception.

What is striking about this part is that the discourse is basically depends on nominalization, foregrounding in the name of Tiens Company as it places it in the very opening of all the sentences. Nominalization enhances the reiteration of the term "Tiens" and gives it a refrain-like feature; the fact that "Tiens" appears in all the sentences as

subject inculcates the term deeply in the repertoire of the reader. In other words, the more the discourse foregrounds the term "Tiens" the more the reader becomes very familiar with this term. In addition to the prominent quality granted to "Tiens" through nominalization, the name of the company is rendered even more conspicuous with capitalization.

The first sentence of the fourth part of the flyer goes as follows, "**TIENS offers qualified natural products to global consumers and is dedicated to helping everyone experience a healthy lifestyle**." The recent food producer companies preach the entire dependence on the natural ingredients to manufacture their products. Tiens trucks the same way paved by the advocates of "natural products" in order to win the trustworthiness of the "global consumers".

The second sentence "**TIENS products are based on 5,000 years of ancient Chinese culture, and are developed using a philosophy of healthy therapy, merged with the latest innovations and research of diverse fields such as global life sciences, nutrition and health, and medical science**" merges both the past heritage of China and the actual science innovations. Tiens Company takes advantage of China as a historically leading country recognized by producing nature-based medicine products. In addition, it affirms that medicine products were at all randomly fashioned, but on the contrary, they "are developed using a philosophy of healthy therapy. In this respect, healthy food fabrication is the outcome of a long inherited tradition that "**are based on 5,000 years of ancient Chinese culture**". Importantly, to bridge the past and the present, Tiens affirms that the actual science innovation represents an added value to the Chinese tradition of healthy food making. In other words, "**the latest innovations and research of diverse fields such as global life sciences,**

nutrition and health, and medical science" constitute unified tools that contribute together to meet the aspiration of the global consumers.

The third statement of the flyer "**TIENS has developed several high-quality and world-class product series including health foods, health care, beauty care and home care.**" focuses primarily on all that concerns the whole household, irrespective of their sex and age. For example, "**health foods**" is as crucial for males as females, and it is also so conceived for their age. Then the other product that seems to complement the positive effect of the precedent one is "**health care**". As a product, it seems that it deals with the body as a whole, viewing that the physical parts should be taken into account as a unified entity. However, the parts of the body seem to gain special concern, in the sense that besides profiting from a whole health care, they add to their privilege "**beauty care**". The latter factor is kept rather vague because beauty comprises body fitness, skin splendor, face impressiveness, hands delicateness. In this regard, Tiens' beauty care is globally considered in the discourse as every part of the body adds a particular ingredient to the components to make unified good looks.

Importantly, Tiens' discourse includes purposefully "**health care**" and "**beauty care**" into account as each one of them is adequately fit for a definite objective. The former point is a rather personal quality that is related to the individual; the latter, however, draws the individual to his/her social context in order to conform to the aesthetic milieu of his/her society.

The discourse of the third statement balances what is public with what is private in order to meet the needs of both the social network and the personal framework. Tiens, therefore, considers both for their crucial importance, juxtaposing them under the aegis of showing their equal status in life.

The fourth statement **"At TIENS, we draw inspiration from nature and use natural ingredients. Our formulas are based on advanced science and global technology to ensure high-quality products and the perfect combination of "natural" and the "best""** is structurally complements the arguments stated in the third statement. The fourth statement explains the secret that enhances the credibility of Tiens' leadership in providing efficient products for the social and private life of the individuals. In this manner, health and beauty are so efficient because "**At TIENS, we draw inspiration from nature and use natural ingredients.**" The discourse emphasizes the natural source of ingredient of the products, appealing to the new consumerism wave that preaches nature-based goods. In addition to that, the idea that Tiens' products are selected at random from nature is eradicated by the fact "**Our formulas are based on advanced science and global technology**". In fact, the "**combination of [the]"natural" and the "best"** increases the trustworthiness of Tiens' products.

As it is the case with the third statement, in which the discourse keeps a balanced position between the public and the private, so it does with the fourth statement as the text avoids orientating towards the extreme either of nature or to its scientific counterpart. It keeps the two sides close together, juxtaposing what is natural to what is scientific in order to prove that the combination of the two gives good results.

The fifth statement – the last one – "**TIENS products capture world trends and share professional conception.** " summarizes the abovementioned statements, drawing on the wide scope of Tiens products as they meet the needs of the international market, and at the same time they keep a pace with the global advanced technologies.

To sum up, the fourth part of the flyer is meant to shed light, though laconically, on the components that constitute the pillars of Tiens through a variety of procedures. First, the discourse gives a priority to the term Tiens throughforegrounding it at the beginning of each statement as a subject. Then, this part numerates the principal constituents around which Tiens' products revolves; finally, the discourse draws on maintaining a very equilibrium standpoint towards the source and manufacturing products and the way these are consumed individually and collectively.

The fifth part outlines the difference between the mechanism of the traditional marketing and those of Multi-level marketing. The schedule displays clearly the complications of the traditional marketing while stressing the feasibility of MLM marketing. The technical hitches of the traditional marketing manifest themselves from the long-five steps between "the producer" and "the user". As the schedule expounds, the products have to go through five long stages – sole distributor (S.D), regional distributor

(R.D), whole seller (W.S), transporter (T) and retailer (R). Such mechanism attests that the procedures adopted by the traditional marketing are very complicated and undergone a long process. Tiens shows that this strategy is disadvantageous both for the distributor and for the consumer alike. It is so because the more the products go through one stage to another the more the prices increase. In this respect, the prices in traditional marketing are amplified five times before they reach the consumer.

Tiens as Multi-level Marketing, however, in order to reduce the long-drawn-out gap between the producer and the consumer, throws out the five steps altogether and creates the "Distributor" whose function substitutes all the other stages. In this way, Tiens demonstrates that its prices are five times cheaper than those of traditional marketing are because the only medium between the producer/Tiens and the consumer there is only one immediate stage who is the distributor. By adopting the new mechanism of MLM, Tiens shows both to the distributor and to the consumer that such strategy is advantageous as it almost deals immediately with the two at the same time.

Self-Empowerment

Fulfill your personal dreams, create your own unique value, develop a fulfilling career, and enjoy a happy and confident life at work and at home. Communication at TIENS creates trust; trust fosters affection; and affection creates miracles. Happiness arises from developing and using quality products that help build a quality life.

TIENS offers training programs in many areas based on individuals' career development needs and interests including sales, economics, and public relations.

Enjoy and contribute to the unique TIENS corporate culture, and develop a positive, optimistic, determined and confident attitude.

Choice and change are constants in everyone's life. However, how to choose and how to change are the focuses for one in his or her life goal.

If you are willing to merge your career with TIENS, we will warmly welcome you with our quality products and outstanding service.

For further details,
Check our Facebook Page
or See us on +92-306-3459472
Lahoretiens@gmail.com
TiensPak.jimdo.com

The sixth part can be roughly divided into four main sections, ranging from dealing with the distributor, Tiens Company,neutral statement and the combination of the distributor and the Tiens at once. Each section develops a specific linguistic structure pattern that adequately goes with its objective. The discourse of this part is amalgamated as such because the flyer is closely drawing towards the end; hence, it seems the objective of this part is to provide a laconic summary of what has been developed in the previous parts of the flyer. In other words, this part serves as a reminder, recalling the different and relevant procedures whereby the distributor and Tiens Company collaborate to make a unified entity.

Here are the two sentences that concern the distributor.

Fulfill your personal dreams, create your own unique value, develop a fulfilling career, and enjoy a happy and confident life at work and at home.
Enjoy and contribute to the unique TIENS corporate culture, and develop a positive, optimistic, determined and confident attitude.

To start with, the two imperative sentences that are included in this part serve as an encouraging mechanism whereby the company coaxes the distributor. The two sentences stated above and which are structured in the imperative bridge the gap between the sender/Tiens' discourse and the receiver/distributor, establishing an immediacy of interaction. Put differently, the imperative mode draws the two sides –sender/receiver – together and it seems that Tiens Company communicate directly with the distributor. Following the same line of argumentation, Tiens opines that if the distributor aspires to "**Fulfill [his] personal dreams**", he has to "**create [his] own unique value**"; in this way, he will "**develop a fulfilling career, and enjoy a happy and confident life at work and at home**".

The fusion that is implicitly alluded to in the previous sentence is explicitly stated in the second sentence. The fusion of the imperative mode with Tiens Company is

strikingly functional in the discourse. The association is meant to display that the potential distributor cannot "**Enjoy … and develop a positive, optimistic, determined and confident attitude**" outside Tiens Company because it is due to the latter's efficient mechanism of manufacturing and marketing system that he/she will be able meet one's objective of life in no time.

The discourse of the second section (**Communication at TIENS creates trust; trust fosters affection; and affection creates miracles. Happiness arises from developing and using quality products that help build a quality life**) reminds the reader of the importance of Tiens in establishing a bridgeable gap with the distributor via communication. The latter process constitutes indeed the core bond that warrants an incessant continuation between the sender/Tiens and the receiver/actual and potential distributor. Now let us consider closely these sketchy yet relevant statements: **Communication at TIENS creates *trust*; *trust* fosters *affection*; and *affection* creates miracles (the italics is mine)**. The statement reveals the ever-increasing process which communication entails, running the gamut of a variety of stages, ranging from trust to fostering ***affection***to generating **miracles**. This implicitly demonstrates that the more the distributor believe and trust in the qualification of Tiens the more he/she will attain higher ranks because "**Happiness arises from developing and using quality products that help build a quality life**".

Still within the framework of the discourse that is related to Tiens, the other sentence that amplifies the Company's strategy is the following "**TIENS offers training programs in many areas based on individuals' career development needs and interests including sales, economics, and public relations.**" As it is stated in the statement above, Tiens is an omnipresent company and equipped with experts who are ready to solve any difficulties and offer any help and services, ranging from sales

affairs, economic problems and public relations undertakings. Put differently, all that the individual is in need of, Tiens will be in charge of it.

The following two sentences "**Choice and change are constants in everyone's life. However, how to choose and how to change are the focuses for one in his or her life goal.**" seem to be what is called no men's land because it refers neither to the potential or actual distributor nor to Tiens Company. Life is not an entire stagnation and a monotonous experience, but it is strikingly characterized by constant changing and modifications. The core issue, nevertheless, is that the individual, irrespective of his/her gender, age, educational and social background, should think twice before opting for any change whatsoever. Though the discourse of the two statements appears to be vague and unspecified, such equivocal propensity is patently reconsidered and refuted by the following statement that joins the distributor and Tiens altogether: "**If you are willing to merge your career with TIENS, we will warmly welcome you with our quality products and outstanding service.**" The change, therefore, of the actual life condition of the individual is oriented towards Tiens Company since the latter all the possibilities to change for the best.

The sixth part of the flyer's discourse is structured in a way that associates the various parameters around which the strategy of Tiens Company because this part is the last one and, therefore, it aims at laconically summarizing all the issues mentioned and treated in the previous parts. Put differently, this part's discourse serves as a recapitulation of the formerly developed characteristics and strategies used by Tiens in order to gain the approval of the actual and the potential distributors.

11.4 The textual analysis of the discourse of Chairman of Tiens Group: Li JinYuan

Born in 1958, Mr. Li Jinyuan graduated from Business School of Nankai University with an EMBA Master Degree. He is currently a Senior Economist, chairman of Tiens Group, Tianjin Tianshi College and Tiens Life Science and Technology Research Institute as well as president of Tiens Meijing International Charitable Foundation. He is also a well-known entrepreneur, educator, philanthropist and social activist.

Mr. Li Jinyuan founded Tiens Group Co. Ltd.in 1995 and helped it begin its march into the international market in 1997.Today Tiens Group has become a multinational conglomerate, boasting of industrial capital, trading capital and financial capital. Its businesses cover fields like biotechnology, health management, hotel and tourism industry, educational training, e-commerce and finance investment, etc. With its business reaching over 190 countries, Tiens Group has set up branches in 110 countries & regions and has established strategic alliances with top-rank enterprises and research institutions from many countries. The diversified products developed by Tiens Group, such as health supplements, health care appliances, skincare products，household products, and high-quality fashionable products RichyOne, are creating a high quality of life for nearly 40 million families and bringing health, happiness, beauty and affluence to the world.

Chairman of Tiens Group：LiJinYuan

http://www.tiens.com/en/index.php?m=content&c=index&a=lists&catid=16

Figure 7

The main objective of the analysis of the discourse of the chairman of Tiens Group is divulge the insightful mechanism of the language used by this multi-level marketing leader in order to propagate the social, political, and economic ideologies. In fact, critical discourse analysis offers the apparatus whereby the texts endeavor to indoctrinate their hidden agendas. Although CDA has been founded upon the basis of the way politicians make use of their power to infuse their ideologies in the public thoughts and beliefs with language, it can also be applicable to any type of discourse where the interaction between the sender and the receiver takes place. In the same line of argument, the discourse of Li JinYuan is a case in point, because it "intrumentalizes language" to coax the receiverto accept and adopt the dictated and constructed reality.

The discourse of Li JinYuan is systematically divided into two main parts and each part is devoted to stress a certain objective. The first part is entirely dedicated to presenting the educational excellence, business preponderance, and personal preoccupation of the leader of Tiens Group. The fact that he is presented as an

exceptionally successful person, since – "He is currently a Senior Economist, chairman of Tiens Group, Tianjin Tianshi College and Tiens Life Science and Technology Research Institute as well as president of Tiens Meijing International Charitable Foundation" – he becomes an ideal model to be taken as a parable in business. Such message is conveyed to the reader, loaded with ideologies as it focuses on the chronological order of the successive achievements of Li JinYuan. The discourse of part one is structured as such to convince the reader to willingly integrate the ideologies of Tiens Group.

The last statement of the first part is significantly relevant as it emphasizes his the minute characteristics of his personality and preoccupation. In this manner, Li JinYuan's exceptional accomplishments are not particularly confined solely to the world of business, but they are extended to the framework of entrepreneurship, education, philanthropy and social engagement. The last qualities are assets that uplift the personality of the leader, making of him a refuge for those who seek security and a model to be followed.

If the first part of the discourse is dedicated to introducing Li JinYuan, the second part is consecrated to concretizing his potentials and aptitudes. His capabilities can be touched in the brief span of time he transformed Tiens Group from a nationwide company to a worldwide one. To achieve this purpose, the discourse is structurally patterned in four statements with two tense modes: past and present. The discourse devotes only one statement to the past – the first one while keeping the present tense along the remaining statements. The structure is not, in fact, haphazardly and arbitrarily composed as such, but it minuticously organized, serving a particular purpose. The brief and unique statement that deals with the past reveals that the past can be remembered as an event, informing the reader about Tins foundation. To illustrate this point, he founded Tiens in 1995, but miraculously the company is expanded and became an internationally recognized company in 1997.

Conversely, the remaining three statements are predominantly structured in the present tense with the purpose to confine primarily on the actual achievement of Li JinYuan. The first statement of the second part of the discourse is opened with "Today", a term indicating the present tense, marking the transition from the past period of Tiens to the contemporaneous one. The use of different tenses in the discourse of the Chairman of Tiens Group is relevantly significant as it distinguishes between the bygone events those that are concomitant ones.

In both paragraphs, the discourse gives more importance to the present than it does to the past, assigning more details to the former while grudgingly referring to the latter. This shows that the interest of Tiens Group falls largely on the in progress moments rather than remaining confined in the past. In other words, the Company's concurrent achievements and accomplishments become the foci of the Chairman. In this regard, the given dates refer simply to the birth of the Chairman and the creation of Tiens Group and its promotion into an "international market". On the other hand, the discourse's transition to the present delineates the exceptionally rapid escalation of both Li JinYuan and Tiens Group.

As a far-reachingcompany that aspires to expand its marketing interest worldwide, Tiens's discourse displays that it is eclectic in essence as it diversifies its focus, ranging from "[a]multinational conglomerate, boasting of industrial capital, trading capital and financial capital. Its businesses cover fields like biotechnology, health management, hotel and tourism industry, educational training, e-commerce and finance investment, etc." In addition to that, the recent scope exceedingly comprises more than 190 countries with at least 110 branches in different countries and regions; such increasingly expansion highlights its worldwide influence as a multi-level marketing company.

To recapitulate, the discourse of Tiens's chairman, Li JinYuan, attempts to outline a number of traits of the essence of this company, endeavoring to establish a bridgeable gap between the past and the present. Such association of the two discrepant periods allows more emphasis on the present than on the past because it deems necessary to focus on the present accomplishments rather to reiterate the bygone ones of the past. This shows that Tiens Group's main objective is to be an updated company, renewing its productive and interest mechanism in order to meet the needs of both the distributor and the consumer alike.

11.5 The training meetings of Tiens

The meetings is the mechanism whereby Tiens Group aspires to establish a close relationship between the company and the actual distributors and it is also a strategy whose aim is to consolidate the bond between the upline/speakers and the downline/distributors/listeners. Usually the meetings open when the space, be it a large room, symposium, a conference room, is completely crowded with people, the majority of whom are women.

Based on my observation along the training meeting, I see that aspiration, hope, ambition are the expressions that are gloriously shown on all the faces of women and men alike. Murmurs, vociferations, lower tones are heard from different corners of the meeting room telling stories about the successful upline leaders of Tiens. Some of the attending people are keeping smiling faces, others laughs but some excitingly guffaw, showing their contentment. Some people stay fixed in their seats while others are stirringly moving around and curiously detecting the attendees and commenting on the way they show up in the room.

Finally, a man shows up from behind the stage curtain and takes the microphone; he gives three taps on it, and respectfully asked for silence. He welcomes the audience warmly, wishing good luck for everybody. He turns right and calls at a high pitch the name of a famous Sudanese leader, Omra Agha. The willingly and respectfully gest up and applauds for a long time. After waving her right hand to the frontbenches attendees, she salutes those who are in the middle of the room and she waves with her both hands to the backbenches.

Here is the list of some expressions used by the leaders; for the sake of clarifications, all the leaders that take on turn the stage almost repeat the same statements and questions. Since the speeches are strikingly similar in their content, I would like to include only one of them because it was done by a leader from Sudan.

10.3.1 The speech of the leader Omra Agha

Good morning millionaires.	صباح الخير أيها المليونيرون
Good morning successful people.	صباح الخير أيها الناجحون الفائزون
*Welcome to a brilliant future.*هل	محربا بكم في مستقبل مشرق
Welcome happiness.	مرحبا بالسعادة
Welcome to Tiens Group	مربا بكم في مجموعة تيينز
Are youa state employee?	هل أنت موظف؟
Are salaries a key way to success?	هل الأجور حل للنجاح؟
Are fixed salaries a means of fruitful future?	هل الأجور المحددة طريق لمستقبل مزهر؟
Do salaries improve your life's conditions?	هل الأجور حسنت من ظروف حياتك؟
Are you jobless?	هل أنت عاطل؟

How long will you stay unemployed?	كم مدة ستبقى بدون عمل؟
Don't you feel a shame of depending on others?	ألا تخجل من الاعتماد على الغير؟
Don't you think of ameliorating your life?	ألا تفكر في تغيير حياتك؟
Can't you see forward to bettering your social rank?	ألا تفكر في تحسين وضعيتك؟
Can't you see that having one's house is better?	ألا ترى أن يكون لك سكن جيد؟
Can't you dream of a comfortable car?	ألا تحلم أن تكون لك سيارة فخمة؟
Don't you dream of worldwide travels?	ألا تحلم بالسفر عبر العالم؟
Are you ready to embark on a fruitful job?	هل أنت مستعد كي تبدأ عملا مربحا؟
Of course	طبعا
Are you worried of absence of educational degrees?	هل أنت منزعج من غياب الشهادات الدراسية؟
Tiens doesn't need educational degrees	تيينز لا ترغب في الشهادات التعليمية
Are you feeling helpless and without support?	هل تشعر بأنك مغلوب على أمرك وبدون مساعدة؟
Tiens will support you	تيينز ستساعدك
Are you looking for the keys of your deplorable situations?	هل أنت تبحث عن حل لوضعيتك المزرية؟
Tiens will improve your financial condition	تيينز ستحسن وضعيتك المالية
Are you looking for solutions for a better life?	هل انت تبحث عن حل لتحسين وضعيتك؟
Tiens will give you the solution	تيينز ستجد لك الحل
Tiens means profitable business and not a stagnant job	تيينز تعني تجارة مربحة وليس شغل قار
The hell with joblessness.	فلتذهب البطالة إلى الجحيم
. Away with fixed salaries.	بعدا للأجور المحدودة
Good-bye fruitless jobs.	وداعا للأجور غير المجدية
Believe in Tiens, trust in Tiens, and depend on Tiens	ضع ثقتك في تيينز. ثق بتيينز. اعتمد على تيينز

Tiens is your solution; Tiens is your new horizons.	تيينز هي الحل. تيينز هي الأفق
Tiens means profitable jobs,	تيينز تعني الوظائف المربحة
Tiens means benefits,	تيينز تعني الأرباح
Tiens means success,	تيينز تعني النجاح
Tiens means happiness,	تيينز تعني السعادة
Tiens means awards,	تيينز تعني الجوائز
Tiens means rapid promotion	تيينز تعني الترقية السريعة
I cannot conceal any secret, millionaires. I am Omra Agha from a village in Sudan. I have experienced all sorts of deprivations; I suffer a lot from my limited educational background, from the limited financial support, the absence of psychological encouragement. However, ever since I joined Tiens all the financial, social and psychological hindrances were blown up. However, in no time I started enjoying all life's gifts: large house, comfortable cars and I travel East and West. I sincerely hope that you will be successful and goodbye.	لا أخفي المليونيرون سرا. فأنا عمرى آغى من قرية في السودان، عرفت الحرمان بكل أنواعه، عانيت الكثير من محدودية التعليم، محدودية الدعم المالي، غيب المساعدة، غيب التحفيز النفسي. لكن منذ أن التحقت بتيينز تبخرت معها كل المعوقلت المادية والاجتماعية والنفسية وأصبحت بين عشية وضحاها أتمتع بكل هبات الحياة من منزل فخم من سيارات فاخرة وأسافر شرقا وغربا. متمنياتي الخالصة لكم بالتوفيق والسلام عليكم ورحمة الله تعالى وبركاته.

11.5.2 The analysis of the speech of Omra Agha

As a prominent leader, her speech does not last for a long time but she was laconic and harped on the most sensitive points and ideas that almost all the attendees were haunted about. In fact, she did not confine her speech to a one-dimensional point, but she rather developed her performance into different yet interlinked ideas, moving logically and smoothly from one opinion to another.

I roughly divide her communication into six parts.

Part 1

Good morning millionaires.	صباح الخير أيها المليونيرون
Good morning successful people.	صباح الخير أيها الناجحون
Welcome to a brilliant future.	مرحبا بكم في مستقبل مشرق

Welcome happiness.	مرحبا بالسعادة
Welcome to Tiens Group	مربا بكم في مجموعة تيينز

In this particular part, she laudably welcomes the audience, choosing exciting terms chiefly millionaires, successful, brilliant future, happiness. The opening structure of the discourse of the meeting diverges from the traditional salutation as the speaker does not say, for example, "Good morning everybody" , but she says "millionaires", knowing in advance that the attendees belong to the lower class and that they are looking for a way to improve their financial conditions. Then she intensifies the financial point with the word "successful", rousing the aspiration of the attendees whose hope is escalated by a "brilliant future" and "happiness" through "Tiens Group".

Part 2

Are youa state employee?	هل أنت موظف؟
Are salaries a key way to success?	هل الأجور حل للنجاح؟
Are fixed salaries a means of fruitful future?	هل الأجور المحددة وسيلة لمستقبل مثمر؟
Do salaries improve your life's conditions?	هل الأجور حسنت من ظروف حياتك؟
Are you jobless?	هل أنت عاطل؟
How long will you stay unemployed?	كم مدة ستبقى بدون عمل؟
Don't you feel a shame of depending on others?	ألا تخجل من الاعتماد على الغير؟

Part 2 of Omra Agha's speech is constituted basically of a series of seemingly rhetorical questions whose aim is to shake the financial conditions of the audience their jobs and their salaries. The questions, however, put both the employed and the unemployed in the same scale since both, according to her, remain stagnant in the same social rank. As for the employed audience, the questions seem to negate their actual

financial condition, meaning that wages are not a means of success, do not guarantee a brilliant future and do not improve one's condition. As far as the unemployed ones, the questions are meant to shake their psyche because it excite them to be financially independent and regain their dignity.

Part 3

Don't you think of ameliorating your life?	ألا تفكر في تغيير حياتك؟
Can't you see forward to bettering your social rank?	ألا تفكر في تحسين وضعيتك؟
Can't you see that having one's house is better?	ألا ترى أن يكون لك سكن جيد؟
Can't you dream of a comfortable car?	ألا تحلم أن تكون لك سيارة فخمة؟
Don't you dream of worldwide travels?	ألا تحلم بالسفر عبر العالم؟

Part 3 keeps the same rhythm of questions, directing her focus on all the audience; however, what is striking about her speech is that she maintain using the second pronoun "**you**", restricting her focus on the individual rather than on the mass. Her discourse is constructed as such because each individual to do his/her best to improve his/her social rank.

The questions are quite neutral, taking no part of either the employed or the jobless ones whose main objective is to "ameliorate" their life, to "better" their social rank, to have an adequate lodging, to have a comfortable car and to travel worldwide. The choice of words is significantly relevant in the sense that it harps on the concrete conditions of the attendees, who are, except for a few of them, deprived of retaining a house, having car and never being abroad. Their questions then revolve around the most prerequisites that the audience is hankering after.

Part 4

Are you ready to embark on a fruitful job?	هل أنت مستعد كي تبدأ عملا مربحا؟
Of course	طبعا
Are you worried of absence of educational degrees?	هل أنت منزعج من غياب الشهادات الدراسية؟
Tiens doesn't need educational degrees	تيينز لا ترغب في الشهادات التعليمية
Are you feeling helpless and without support?	هل تشعر بأنك مغلوب على أمرك وبدون مساعدة؟
Tiens will support you	تيينز ستساعدك
Are you looking for the keys of your deplorable situations?	هل أنت تبحث عن حل لوضعيتك المزرية؟
Tiens will improve your financial condition	تيينز ستحسن وضعيتك المالية
Are you looking for solutions for a better life?	هل انت تبحث عن حل لتحسين وضعيتك؟
Tiens will give you the solution	تيينز ستجد لك الحل
Tiens means profitable business and not a stagnant job	تيينز تعني تجارة مربحة وليس شغل قار

Part 4 is categorically characterized by the dual structure of a question-answer pattern. Omra Agha does not give the chance to the audience to think and reply to her direct questions, but she immediately gives them the answer. All the financial problems and psychological troubles that are raised in the previous three parts are resolved in part 4, denying and obliterating all the impediments that might hinder the individual from attaining his objectives. For example, the employees whose salaries are hardly fit for their daily life can start a profitable business and raised above the present social rank. Those who are suffering from low educational degrees together with the unschooled ones are assured that Tiens does not discriminate among individuals whatever their educational might be. Similarly, the individuals who are helpless and cannot find support, Tiens will

be their right hand. All the problems will dissolved despite their complexities because

Tiens mean business and not a stagnant job.

Part 5

English	Arabic
The hell with joblessness.	فلتذهب البطالة إلى الجحيم
Away with fixed salaries.	بعدا للأجور المحدودة
Good-bye fruitless jobs.	وداعا للأجور غير المجدية
Believe in Tiens, trust in Tiens, and depend on Tiens	ضع ثقتك في تيينز. ثق بتيينز. اعتمد على تيينز
Tiens is your solution; Tiens is your new horizons.	تيينز هي الحل. تيينز هي الأفق
Tiens means profitable jobs,	تيينز تعني الوظائف المربحة
Tiens means benefits,	تيينز تعني الأرباح
Tiens means success,	تيينز تعني النجاح
Tiens means happiness,	تيينز تعني السعادة
Tiens means awards,	تيينز تعني الجوائز
Tiens means rapid promotion	تيينز تعني الترقية السريعة

Part 5 can be subdivided into two main sections. The three first statements remind

the attendees of their desperate and unprofitable conditions they are leading, goading

them to forget about joblessness and to reconsider the life of limited salaries. The fourth

statement serves as a transition from the first section to the second one. The imperative

tense - "*Believe in Tiens, trust in Tiens, and depend on Tiens*" – that characterizes these

sentences places the word "Tiens" in the end of the structure. However, the process of

backgrounding the term "Tiens in this transitional imperative sentences is recovered in

the rest of the sentences patterned in the second section of part 5. The structure of the

discourse, therefore, takes on the last word which is "Tiens" and placed it at the head of

the rest of the other sentences. The foregrounding process of the term "Tiens" remains reverberating seven times so as to be inculcated in the minds of the attendees.

Part 6

I cannot conceal any secret, millionaires. I am Omra Agha from a village in Sudan. I have experienced all sorts of deprivations; I suffer a lot from my limited educational background, from the limited financial support, the absence of psychological encouragement. However, ever since I joined Tiens all the financial, social and psychological hindrances were blown up. However, in no time I started enjoying all life's gifts: large house, comfortable cars and I travel East and West. I sincerely hope that you will be successful and goodbye.	لا أخفي المليونيرون سرا. فأنا عمري أغى من قرية في السودان، عرفت الحرمان بكل أنواعه، عانيت الكثير من محدودية التعليم، محدودية الدعم المالي، غياب المساعدة، غياب التحفيز النفسي. لكن منذ أن التحقت بتيينز تبخرت معها كل المعوقلت المادية والاجتماعية والنفسية وأصبحت بين عشية وضحاها أتمتع بكل هبات الحياة من منزل فخم من سيارات فاخرة وأسافر شرقا وغربا. متمنياتي الخالصة لكم بالتوفيق والسلام عليكم ورحمة الله تعالى وبركاته.

Part 6 is devoted to self-introduction, but Omra Agha seems to subvert the traditional way of this process. It is taken for granted that the speaker usually opens his speech by introducing himself/herself. Conversely, Omra Agha keeps this procedure until the end of her speech because she aims at presenting herself as a tangible proof of she has just demonstrated in communication. In addition to that, the self-introduction fulfills the objective of summarizing her speech, in the sense that she becomes an existing prototype who puts faith in Tiens and concretizes her dreams. In other words, the fact that she used to be jobless, with low educational background, no financial support and no psychological encouragement, yet Tiens tinges her life with success and happiness. She aims at presenting herself as a model of the successful distributors of Tiens Group.

Importantly, instead of the fact that Omra Agha recapitulates her speech so that the audience might recover the different point she has already developed before, she introduces herself in a way that reminds the attendees of her communication. Her self-introduction is, indeed, a double-edged sword whose objective is to introduced herself

and her social, educational and financial background before and after joining Tiens Group and at the same time it refreshes the minds of her audience.

After Omra Agha had finished her speech, the attendees applauded her endlessly; women started ululating from different corners of the conference room; men engaged in clapping strongly their hands and hailing her name. All the attendees, irrespective of their age and sex and social status, were involved in an honorable outcry, showing its venerable admire to Tiens' leader, Omra Agha.

Once Omra Agha is offstage, other leaders from Morocco appeared on the stage. I will simply give a general survey of their speeches; it seems that these leaders almost repeat the same questions and the same statements that Omra Agha has already raised in her speech.

The questions focus primarily and persistently on the long hours work, the low wages, the abuses of the bosses, the fruitless efforts, the stagnant worthless life, the monotonous jobless condition, the total absence of glorified future, etc... What is striking about the leaders is that when they deal with the conditions of the audience, they usually maintain a gruesome face, showing the deplorable situations of their addressees are undergoing. In addition to that, they reflect their identification with their audience and it is unfair to besiege these underprivileged people in the same lower social rank. On the other hand, when the leaders start dealing with Tiens Company, their faces brighten, their voices vociferate high pitched words, their hands make wide an long gestures and their feet stride along the podium.

The other strategy that the leaders depend on in the meetings is that they devote part of their performance to explaining Tiens flyer. They focus on the most prominent features of the discourse, followed synchronically with interpretation in Arabic, most of the time

Moroccan Arabic. They insist on the fact that anyone who is confused about any point he/she could contact Mr./Mrs. so and so for any clarification. Indeed, it is another strategy whereby the leaders of Tiens bombard the individuals with promising information, so they could convince them and control their minds. In this face-to-face contact, the leaders take the advantage of the situation to infuse the individuals with the hopeful future awaiting them and that they should miss such first-rate opportunity if they hanker after a gorgeous life. In this way, the contact starts by explaining the ambiguous point/s then it becomes a snare with which the individuals are caught and controlled by the leaders.

The meetings frequently close with emphasizing the rapid escalation in the different ranks, a situation allows the distributors to gain much money in no time. Ample bonuses are awaiting every industrious individual. The different awards of comfortable car, mansions, travels, yatch, planes etc. are the ingredients that rises the appetite of the audience. To concretize these gifts, the leaders give examples of themselves who show immediately either moving or still pictures of the gorgeous benefits Tiens bestowed on them.

The leaders know in advance that the audience belong to the lower class, a social rank that is deprived of the least luxuries whatsoever. In this respect, the speaker of Tiens Group together with the distributed flyers appeal straightforwardly to the needs of the audience. In order to captivate and at the same time to influence and convince the listeners, the leaders, in fact, harp on the weaknesses of the audience. They demonstrate that the company is the sole tool that has a magical power to save the audience from the lower social rank where they dwell for a number of years.

The investigation presented above concerning the section of "text analysis" of the different part of Tiens flyer sheds light on the mechanism undertaken in order to win the conviction of the actual and the potential distributors. The positive response of the majority of the present audience is touched both in their statements and on their facial expressions. For the sake of highlighting this argument, I depend on my personal experience since I were an active member in Tiens for three successive years.

The majority of the audience are women and a large number of them are unemployed or doing odd jobs, whereas males constitute a minority. Irrespective of the gender difference or the professional status, all the audience has been under the influence of the leaders' speeches and explanation of Tiens schedules and profit making. What is strikingly noteworthy is that although the company depends on selling different products as it is mentioned above in the flyer, 99% of the meeting is devoted to the way distributors are supposed to escalate rapidly in ranking. Happiness is shown on all faces, aspiration, ambition is acclaimed all over the conference room, and long live to Tiens is endlessly repeated at pitch voices.

The power of the use of the language of Tiens's leaders generates immediate repercussions on the part of the audience. The effect is concretized in the indignation shown by all the people, though each individual reflects it in accordance to his/her social and professional background. Those who have an occupation start cursing the fruitless years they spend in their unproductive jobs. In the same way, the unemployed and the odd-jobs ones envision that the end of destitution has finally come and it is within their hands.

11.6 Sociocultural practice analysis of the flyer of Tiens

In critical discourse analysis, the creation/production of the discourse and the way it is consumed and interpreted is very crucial in determining the social relations and the way they interact. The production-consummation network is also deemed to be a network where the "social and cultural reproduction and change take place." (Marianne Jørgensen and Louise Phillips, 2002, p. 62). It is indeed the issues of "cultural reproduction and change", which matter in the analysis of Tiens' discourse for a variety of reasons. It reveals the impact produced by the discourse of Tiens that ranges from stressing the impact of MLM, the change of lifestyle and the creation of consumerism culture. The analysis of discourse in this thesis, therefore, is to demonstrate how language is used in order to control the receiver's mind and shake his/her beliefs through the hidden aspects of ideologies. The objective of the speaker/the sender is to persuade the maximum of the potential audience and gain their credibility and at the same to manipulate the perception of the individuals.

Edward Herman and Noam Chomsky demonstrate in their book *Manufacturing Consent: The Political Economy of the Mass Media*(N.D.) how the information that is modified and altered by media through "filters" and ultimately accepted as ideologies by the population is not "an agreement" but it is simply a "manufactured consent", meaning that media manipulate the audience. Inspired by Herman and Chomsky, Fairclough (1989) premises that

> It is perhaps helpful to make a broad distinction between the
> exercise of power through *coercion* of various sorts including
> physical violence, and the exercise of power through the
> manufacture of *consent* to or at least' acquiescence towards it
> (pp. 3-4)

Fairclough argues that the power that draws the relationship between the sender and the receiver is not a question of *coercion*, based on physical command, as it is a matter of *consent*, grounded on language use conviction. It means that the power the way language is produced and fabricated that paves the way for the sender to control the receiver. Such mechanism is accomplished through multi-dimensional strategies that seem to be linked together and complement each other. The taken strategies of Tiens Group, as it is also the case of all other Multi-level Marketing companies, are of two-fold mechanism: direct contact and indirect methods.

The direct contact between Tiens group and the distributors is set forth through organized meetings where the audience is usually gets stunned and mesmerized by eloquent speeches of what is called "upline leaders". These leaders, after distributing flyers of the company, they start explaining the different stages of them in an expressive and stirring ways. To illustrate this point, the leaders resort to ample rather rhetorical questions and brief statementswith the purpose that they could establish a bridgeable gap between them and the audience. The questions are directed both to employed and unemployed people, be they females or males.

Indeed, ideologies are systematized arrays of standardizing ideas and norms that are recognized as regulating the shared reality by the members of social group. The dominant group fabricates and manufactures ideologies to legitimize its power of and at the same time to shape the ideas of the people to make them faithful devotees. In other words, the leading group maneuvers and supervise how people schedule identify the perspectives of their social framework. In this connection, the words, the statements, the rhetorical questions and the expressions used by the leaders of Tiens are selectively

picked out to communicate a certain ideology that will have far-reaching consequences on the listeners.

As it is developed by Fairclough and other theorists of CDA such as Wodak, Pennycook, Chilton to name but a few, the dialectical-relational approach premises that reality is *"construed"* by the mechanism of discourse. This shows that discourse is used as a powerful tool by the controlling group to permeate their ideologies and to eternalize their dominance over the social order of the members of a group.

In general, MLM organizations' foremost objective is to expand the number of distributors nationwide and worldwide in order to increase their profits and at the same time to warrant and firmly maintain their competitive role. In order to achieve this purpose, they resort to use certain power, especially language, to create and afterwards to cultivate and promote certain kinds of cultures that are commensurate with their drives. To substantiate their control over both the distributors and the consumers alike, they do their best to shape the existing experiences of the populations and convince them to adopt other identities that are different from theirs. In other words, these MLM organizations tend to disseminate discourses to institutionalize and legitimize values, producing knowledge about how people should behave and act in their social contexts. Such strategy depends on the creation of reality through discourse because language is the major mechanism whereby institutions contrive certain social realities capable of shaping the attitudes of the people. Fairclough (2003) argues that discourse is "endowed with the performative power to bring into being the very realities it claims to describe" (pp. 203-4).

The question, therefore, is how does Tiens manage to institutionalize some values with which it becomes able to create new identities in Moroccan society? What are the

adopted strategies and the fabricated mechanism used in convincing distributors to be engaged in Tiens Group?

As it is demonstrated above both in the flyer and the speeches delivered in the training meetings, the discourse of both those focuses primarily on the materialistic side of the targeted audience. Though Tiens Group is an internationally recognized MLM company whose substantial prerequisites are established on direct selling manufactured products of health care among others, of course, the core focus whereby it induces actual and potential distributors is through appealing to their materialistic needs rather than to the health problems. This strategy could be touched both through reading the flyer provided by Tiens's leaders or through the communications presented by the latters.

If we compare, for instance, the amount of language used to refer to the financial difficulties and that devoted to health care, we notice that the materialistic side with its framework is conspicuously dominant. Even more apparent is the speech delivered by Omra Agha in which she has not even refer to the health problem and the role of Tiens in solving this issue. Her speech is diametrically confined to the materialistic awards that the distributors are supposed to benefit from along their career as participants in Tiens Group.

Furthermore, it noteworthy to introduce the issue of culture and that of identity of Moroccan society, especially those who are engaged in the affairs of MLM and the way these two aspects are rather shaken and affected. Moroccan society has been under the impact of so many ideologies that seem to shake to some extent – though not the large part of the society – the Moroccan norms in the broad sense of the word. The influence of the MLM companies ideologies permeate and touched Moroccan cultural framework, namely financial freedom, body-care and consumerism.

When a social group is exposed particularly to the framework of its standard cultural heritage, it remains faithful to its established codes and to its recognized norms. The individuals adopt the socialized ingredients of their culture, conforming and adapting its different parameters spontaneously. However, these standards, norms and values could be shaken and violated once the social group is interacted with another cultural phenomenon alien to its own. In this juncture, the so-called cultural standards of the social group might be under the influence of the unfamiliar culture. Following the same line of argumentation, some basic manifestations seem to be unfamiliar in Moroccan culture namely financial freedom, except among a few families. Nevertheless, with the rapid advent and the incredible expansion of globalization and new capitalism, Moroccan society has been indulged in the stream of the new era. In this manner, the adoption of financial freedom, especially among women and irrespective of their social status and their age, becomes an ineluctable objective. Some of these women put the matter in a funny way "How long am I to ask my husband for the ticket of the public bath?", "Isn't it a shame nowadays to implore your husband to pay for your bikinis", "why not having one's money?" "Is it illegal for one to have one's private money?"; these are but a few rhetorical questions that many women ask spontaneously, showing that they are eager and ready to be financially free.

To illustrate this trend, I depend in the first place on the friendly conversation I have made with the "downline" distributors of both Unicity and Tiens. In these incidents, all women and without exception preach and favor financial freedom in the sense that they argue that it is their unquestionable right to be financially free and that they should not depend entirely on their husbands or parents to bequeath on their pocket money. According to these female downliners and more particularly the unemployed ones, the question of financial freedom becomes a sort of inferiority complex for the majority and

it is time for them to be part of the business world. If we compare this new wave to the near decades, we notice that the issues of financial freedom has no place among the Moroccan society in the sense that it used to be a normal belief that the financial support responsibility is put entirely on the shoulders of the men. Such a view has become an old-fashioned premise which has no space in the era of new capitalism whose objective to earn as much money as possible.

On this basis, the financial freedom becomes the new culture which is preached by the majority of Moroccan society, adopting the culture of the globalized world while divesting themselves from the inveterate heritage of their society. In this way, it is noteworthy to say that the interaction with other culture usually shake the principles of the aboriginal norms, especially when the unfamiliar culture finds a fertile soil where it could born, developed and proliferated.

Second, the other aspect that becomes a real and omnipresent issue haunting, especially females, is the cultural problem of body care. This phenomenon is in fact inculcated in Moroccan society, more particularly among women, through a variety of means, ranging from media, different mechanisms of advertisements, flyers and training meetings for the adherent distributors of MLM companies. The majority of the products introduced and advertised by MLM companies deal with body shape, and body aesthetics. All these moguls have indeed a considerable impact of women's conceptualization body image. For instance, the photo-shopped images presented in magazines, billboards, newspapers and posters are the ringleader tools, which coax women to opt for the culture of body shape. In this relation, it becomes clear that the women with I have been in touch along my career as a distributor want to test the products effectiveness on their own bodies. They claim that that if the product is efficient in reshaping their bodies and confers on it an elegantly attractive look, they will be the concretized model of beauty. This

strategy has an economic objective because it will allow them to win as many costumers as possible and that this will expand their customer base.

The cultural issue of body image in Moroccan context has been infiltrated in the globalized perception of beauty. The sense of females' beauty in Morocco has long been linked with fleshy and well-built bodies as it is usually has been transmitted in books of popular songs and other heritage literature. Such a cultural perception has been, however, shaken largely with the immergence of globalization in which cultural norms are standardized and homogenized worldwide. Nowadays, women are dissatisfied with their bodies if they do not conform to the globalized canons namely that of a slim and well-equilibrated body.

In this manner, if we take into account the socio-cultural dimension of the discourse of Tiens, we will see that it accomplishes its objective chiefly in inducing the Moroccan society in melting in the globalized view of beauty. The close contact and the permanent interaction with other cultures usually culminate in submerging in the norms of the latter, adapting to their cultural networks.

Finally, the new adapted habit that is not quite familiar in Moroccan society is the issue of consumerism. Under the influence of advertisement and other strategies that raise the spirits of the Moroccan society to consume, the majority of the population is willingly indulge in spending money not on what is necessary but on the superficialities. The best example that can be introduced in this context is the eagerly practice of purchasing "nutraceutical" products. These products have developed new eating habits among some Moroccan families who are knowledgeable via media about health problems. In Europe and elsewhere in developed countries, especially those who suffer from an aging population, people embrace the custom of depending on what is called as either

nutraceuticals, functional foods, or food supplements in order to immune themselves against any potential diseases, chiefly obesity, high cholesterol, blood pressure, diabetes, to name but a few diseases.

The fact that Moroccan families, at least some them, are becoming aware of food safety, the quality of bio-food and health-related culinary issues orient them towards purchasing food supplements in order to keep themselves safe from any potential illness and health problems. Most of MLM companies are increasingly engaged in manufacturing nutraceuticals because they want first to meet the desire of the consumers worldwide and at second to keep in touch with competitive companies producing the same products. In this context, MLM companies tend to dramatize the issues of health problems due to existing factors namely pollution, genetically modified agricultural products and psychological troubles. To sensationalize the consumer about the side effect of these factors, MLM companies, including Tiens of course, reveal the premonitions of the imminent health problems and simultaneously provide them with so-called protective and nature-based products as an alternative.

12. Focus group interviews

After dealing with the two cases analyzed above, the qualitative method will be also tested through the means of "focus group" because it will show us to what extent the discourse of MLM can be persistently and permanently influential or its impact is provisional and cannot last for good? The choice of the interviewees of the focus group comprises different members purposefully, hoping that they will provide multifarious assumptions and multifaceted standpoints.

The list of the interviewees is stated below with the rank they occupy in the society and their experience with the issue of MLM. What is noteworthy about the procedures of

the interview and the given answers is that I cannot include all the integral and detailed wording of the interviewees, but I will simply summarize their speeches, keeping primarily the key words that are relevant to the purpose of the interview. In addition, sometimes the interviewees do not give any meticulous response, but they merely show facial expressions and bodily gestures, revealing either their unwillingness to give their point of views or their opposed opinion about the question.

12.1 Introducing the interviewed members

1.　　**Ex-distributor in Unicity (a woman, a housewife, BA holder) Member 1 (M1)**
2.　　**Ex-distributor in Tiens (a man, a state employee, BA holder) Member 2 (M2)**
3.　　**New distributor in Unicity (a man, doing odd jobs, secondary school) Member 3 (M3)**
4.　　**New distributor in Tiens (a woman, an accountant, Master) Member 4 (M4)**
5.　　**A Doctor Naturopath (he used to ask for some Unicity products) Member 5 (M5)**
6.　　**A university teacher (faculty of law and economy, PhD) Member 6 (M6)**

Focus group interviews

(Orientations)

Special thanks to all respondents and interviewees

We would like to express our thanks and deep thanks for accepting the invitation to participate in the National Doctorate (PhD). We also greatly appreciate your contributions to enriching the debate and scientific research.

The objective of this focus group

Through this group, we aim to obtain your opinions, ideas and position on network marketing and nutritional supplements promoted by special companies in this field.

Work Bases

1. We hope you will speak freely

- We want each volunteer to participate in the debate.

- If we notice reluctance or timidity of some participants to speak, we will call them to talk.

2. There are no acceptable and unacceptable answers

- Every answer or opinion is important to us.

- We want each participant to give his/her opinion whether he/she agrees or not agrees with others.

- We hope through the discussion to get as much views and information as possible.

3. What is said inside this room will remain secret.

- We would like every volunteer to express his/her views and ideas spontaneously and reassurance.

4. This discussion will be recorded.

- We will record all that was said in this discussion by the recording machine.

- We will not mention the names of the real participants in this research.

- We will use aliases.

Thank you for your comprehensiveness and participation.

The questions and the statements are the following:

1. **What is your opinion about network marketing?**

2. **What do you think about the rapid speed of their spread nationally and internationally?**

3. **Network marketing organizations supply the consumers with what is called dietary supplements. Could this conception be included in complementary medicine or alternative medicine or traditional medicine (true science)?**

4. **What do you think of the network marketing companies, which have linked happiness with financial freedom or over-richness and health?**

5. **What do you think of the so-called leaders-industry project and self-development of network marketers?**
6. **What are the reasons behind the Moroccans' involvement in the network-marketing project of direct sales of food supplements?**

Before introducing and dealing with the questions, I would like to explain the procedures that are taken along the interview processes. I would rather focus on the limitations of focus group interviews. First, I find it hard to fix a special date for all the six interviewees that is why I decided to deal with individually; such a decision, however, has been beneficial for me because I discover that the informants did not influence one another and that each one spoke the way he/she like without any constraints. Second, when I told them that their answers will be recorded, they did not say no, but I notice that they have been very reluctant to do so. I decided, therefore, to listen to their answers and then take notes instead. Third, the interviews have been handled in Standard Arabic and Moroccan Arabic, so I have to translate all the answers into English afterward though sometimes it is too difficult to find accurate equivalent for some items and some collocations.

12.1.1 Question 1: What do you think about network marketing?

(M1): I used to be full of hope, aspiration and optimistic, but after nine months I started to be disillusioned because that anticipative and glorious world that the leaders created for us has fallen flat. I literally put their advice into practice, but in vain; I am sorry to say that their pompous language deceives me.

(M2): First, I consider the Leaders as the best model to be followed, but simply I have wasted a lot of effort for nothing; the problem I still have some products seeking for who I may sell them to retrieve my capital. The wonderful future that the leaders promised us has no existence, but it exists only in their language.

(M3): I have been lately engaged in this business with the help of someone who encouraged me to join this company; I hope that it is my opportunity to get rid of this deplorable situation I am experiencing for years; many distributors have succeeded and I am sure I will be one of them. Things are simple so it seems to me.

(M4): It is the new worldwide business; in a few years, it will be the dominant market; customers will change their minds about the traditional consumption and

about the chemical-based products and embark on nature-based products,so we have to prepare ourselves to be competitive in the near future. Things are not easy, but one has to know how to cope with it.

(M5): As for the system how the network marketing works, I have no idea, but I have in fact tested some products and I advise the patient to use them, especially for diet and body shape. According to the rumors, I notice there is an exodus towards this business, I cannot tell whether it will save people from their financial problems or not, but I see that they are full of hope.

(M6): Network marketing or Multi-Level Marketing as it is also called does not diverge from what is called pyramid business marketing. They differ simply in the name, but in function they are the same; briefly, it is usually the upliners of MLM who profit and gain money while the downliners (the distributors in general) are feeding on the left over; frankly speaking they are deceived by that splendid world, which the company and its leaders created for the audience.

As I have already mentioned above, I have simply summarized the opinion of the six interviewees, focusing primarily on the keywords they have emphasized. As it is clear from his or her standpoints, every interviewee elaborates on the issue in accordance with the situation in which he/she finds himself/herself. For instance, the **ex-distributors** regretfully admit that they are under the influence of the colorful and intriguing discourses of their leaders. Their answers stress the discrepancy between the first days of their confident engagement in MLM companies and their disillusionment after the experience they have taken. Once they have been affiliated in MLM, they use items such as "glorious", "anticipative", "wonderful", "aspiration" and "optimistic"; however, after the experience they resort to completely different language chiefly "deceptive language" "pompous language" and "deplorable". This shows indeed that the language as a means of ideology and power that is used by the dominant group has accomplished its function but only shortly.

Conversely, it is noticeable that the newly joined distributors are fervently full of hope and are under the influence of the ideologies of their leaders. For instance, **(M3)** seemsto quote exactly the language he has heard in the training meetings of Unicity Company because he innocently repeat words such as "my opportunity", "get rid of this deplorable situation", "many distributors have succeeded" and "Things are simple so it seems to me". Depending on my personal experience as a distributor in both Unicity and Tiens, I see that **(M3)** believes literally in the language of the leaders. The upliners frequently harp on "seize your opportunity", "divest yourself from poverty" "it is very easy".

(M4), however, sees the issue from a business standpoint, insisting on the turning point of marketing, considering that the world is changing and it is a must that people should pioneer in this affair; otherwise, they will be in the wake of the developed countries. She has implemented her answer by giving statistics of the MLM companies worldwide together with the number of affiliated distributors. It seems to me that she knows what she said. She admits that it is not an easy task and that one has to be careful in order not to be foolishly deceived. Taking her social status as an "accountant", we can say that she knows where she puts her feet and that she takes precautions.

(M5) admits openly that he has no idea about how MLM works, but he simply get informed about this business through a distributor – a friend of him – who offer to provide him with "efficient" and "nature-based" products that are called "nutraceuticals" and that are effective as far as health is concerned. His point of view is quite neutral since he knows the products, but he ignores how the MLM system works.

Finally, **(M6)**, as university teacher in the faculty of economy, evaluates MLM business comparing it to what called Pyramid System. She argues that both of them

depend on stratification of ranks, insisting on the fact that both of them allowing great profits for the upliners while completely deceiving the downliners who frequently end in bankruptcy. Hence, according to her, the hope of fighting poverty finishes in impoverishment.

12.1.2 Question 2: What do you think about the rapid speed of their spread nationally and internationally?

(M1): *According to the videos we have in the training meetings, the large number of the attendees and distributors has bewildered me and I usually started wondering why in Morocco there is such small number. Also when the upliners talked confidently about Unicity, they do not mention, of course, the other network marketing companies, but they simply give us the rapid escalation of this company in comparison with other hundred ones (she emphasized the number).They usually insist on the fact that they cover so many countries in Asia, America and Africa. This is one factor, among others, which coaxes me to be affiliated.*

(M2): I think people are blind with capitalism, and everyone wants to be rich in a fortnight business. Once a distributor attends a training meeting, he/she cannot withdraw because we are magically captivated by the way the upliners speak about the easy and rapid way one can immediately earn hundred times his annual wages. This is the main reason why MLM exceptionally spread nationwide and worldwide.

(M3): The fact that they show us videos of training meetings from different countries, France, Spain, United States, other countries from Asia, I have been shocked by the so expanded company. And I think these companies will be dominant in the near future. I am lucky to be affiliated because it is my future.

(M4): I do not think that it is very surprising for me since ever since MLM exists as a direct marketing and as a less costly business because, as you know, it has less expenditure and it deals directly with the customers. In addition to this, there is a shared benefit between the company and the distributor as far as I can conceive. The number of the benefiters is increasing daily and people are aspiring to improve their lives; I

think this is the most coaxing reason that impels people to take part with MLM; therefore, the more there are distributors the more MLM expand nationally and internationally.

(M5): I think the speed of MLM spread is probable and expected because it is a business where distributors assume their responsibilities. The ranks they get and the awards they own is dependent on their hard work. Therefore, all the individuals who aspire to improve their capital, they join MLM. This is the main reason behind the rapid spread of this business.

(M6): As long as the leaders captivate the audience through so many interrelated mechanism chiefly the use of convincing language, promises, externalized examples of the successful distributors who usually shown starting from scratches and becoming comfortably rich in no time; all these factors help in the exceptional spread of MLM both nationwide and worldwide.

If we take the response of the six members into account, we notice that, though they differ in some points and arguments, they share a common idea which the question of capitalism. They all admit that MLM has known an unprecedented expansion nationwide and worldwide due to the distributors' eagerness to improve their financial and economic desires and delight in the pleasure of life to the brim. The second factor, which contributes largely to the spreading out of MLM companies all over the world, is the mechanism of language use. To illustrate this point, I would like to quote **(M2)** who plainly argues that *we are magically captivated by the way the upliners speak about the easy and rapid way one can immediately earn hundred times better than his annual wages.* **(M4)** provides almost the same reason behind the spread of MLM as she premises that "*people are aspiring to improve their lives*".In this respect, in addition to the videos that concretize how distributors from other countries are fervently enthusiastic about the project of MLM business, the upliners increase the attendees' vehemence through the creation of a reality that is in the hand of everyone irrespective of his/her gender, age and social status.

It is, in fact, noticeable that the six interviewed members unanimously agree on the power of language used, especially in the training meetings. They insist on how the upliners implement their language with tangible examples, especially in showing the large number of the successful distributors who used to be "*very simple*" downlineers a few months ago. In this connection, MLM organizations have recourse to training meetings because they bring the upliners and the downliners in face-to-face juxtaposition so that the formers can have such power over the latter.

Now let us consider insightfully the key concepts engendered by the response of the focus group concerning the second question. They all seem to agree on the influence under which the distributors are supposed to be in the training meetings, though they express themselves differently. Their main focus is confined to the financial problems and the way they have been convinced to concretize the improvement of their business. For instance,**(M1)** puts it plainly that **"*in the training meetings the rapid escalation has bewildered me*".** Similarly, **(M2)** demonstrates how "*people are blind with capitalism*", he adds that "*everyone wants to be rich* and that*we are magically captivated*". In the same way but in a laconic way **(M3)** confides, "*I have been shocked*", meaning that he has been stunned by the atmosphere of the training meeting. In the same way, **(M4)** recognizes that "***The number of the benefiters is increasing daily***" and that "***people are aspiring to improve their lives***". Correspondingly, **(M5)** does not diverge from the mainstream of financial support and the framework of capitalism, demonstrating that "***The ranks they get and the awards they own is dependent on their hard work***". Finally, **(M6)** harmoniously joins the other five respondents**,** affirming that "***As long as the leaders captivate the audience through ….language***" and concretizing their arguments

with substantial examples by showing "*distributors who usually [start] from scratches and [become] comfortably rich in no time*".

The whole issue of the **Question 2** revolves around the influence of the discourse used in the training meetings together with the creation of a reality of profit making. It is through the mechanism of these two factors that MLM companies exercise their power over the distributors to coax them to be part of the organizations.

12.1.3 Question 3: Network marketing organizations supply the consumers with what is called dietary supplements. Could this conception be included in complementary medicine or alternative medicine or traditional medicine (true science)?

(M1): Frankly speaking, in some meetings, the upline leaders sometimes introduce and explain to us how the consumers can use the products. I am sorry to say that I cannot tell in which field the dietary supplements can be included because I do not know the difference between the three "medicines".

(M2): It is a hard question to answer, but as far as I have read in some magazines and newspapers and listen to some videos, the dietary supplements could be part of the complementary medicine but it is different from the other two. I think so because alternative medicine, according to my knowledge, does not deal simply with dietary supplements, but its concern is broader than that.

(M3): I am sorry I cannot force my nose in something I know absolutely nothing. This question should be directed to specialists and not "wiseacres".

(M4): First of all, MLM companies do not tell their distributors about the difference between these three. They simply supply the distributors with the products and inform them how the customers can use them. The only thing that I can tell you is that the products as the upline leaders usually preach it are not medications but they are complementary foods whose role is to immune the body from potential diseases. To

what extent the dietary supplements are supposed to be included in one of the other specialties, it is beyond my capacities.

(M5): After a long moment he said that it is a very broad question that needs enough time to be fully dealt with. However, I can give brief explanations about this issue. Dietary supplements are foods derived from herbs which supplement the individual's diet, they are either pill, drugs, tablets and so on. The individual takes these supplements in order to protect himself from any supposed illness; complementary medicine approximately means something in addition; in other words, it means something added for body care such as when we use acupuncture to the parts of the body. It is not necessary but it complements the health care. As for alternative medicine, it is very complex because it is not precise. It is based on herb products as it is based also on magic and superstitions, though some people confuse it with what is called Prophetic medicine but it has nothing to do with that. Finally, traditional medicine, it is the recognized medicine and in which people have confidence in general.

(M6): I cannot tell exactly what is the differences or the similarities between these medical tendencies, but I would like to say that the choice of any of them depends on the cultural, educational and social background of the individual. It depends on his/her conceptualization about how he/she view such and such thing. Nowadays, people are confused and it becomes very hard for them decide which is which.

Question 3 seems to be a bit beyond the capacity of the respondents even among those who are ex-distributors or recently involved in this business. For example, (**M1**) puts it clearly that she has no idea at all about this issue affirming "***I am sorry to say that I cannot tell in which field the dietary supplements can be included because I do not know the difference between the three "medicines".*** "This explains how some distributors, if not all them, ignore the basics of the business they are engaged in. The answer of (**M2**) is even more dangerous because he gives a nonsense explanation about the question; the problem is that he provides his own arguments that have nothing to with the basics of the dietary supplements, complementary medicine, alternative medicine or traditional medicine. This might have bad consequences on the consumers because he might tell them something wrong about the products and their adequate use. I am pleased and satisfied, however, with the response of (**M3**), who seems to know his lack of

knowledge and gives a laconic answer saying, "***This question should be directed to specialists and not "wiseacres"*** ". The remaining three members – **(M4, M5, and M6)** try to show that the problem is not easy and that the emergence of different fields in medicine makes things difficult to be defined.

However, things are not at all as simple as they may seem to be because the treatments that the consumers may regularly take for a certain period as it is prescribed in the products may have fateful side effects on the "patient". The problem is that the upline leaders supply the distributors with the products about which the latter have very limited information or not at all. In this connection, the distribution of the products results two main critical consequences.

In the first place, all the distributors seem to become doctors, who are able to prescribe medicines for patients even though they have no educational background about medicine and medication use. According to my experience with Unicity and Tiens, I notice that some distributors are unfortunately illiterate, but they sell their products. The question is to whom they sell these products and what will be the effect of these products of the consumers?

On the other hand, it becomes clear in this context that the medium that bridges the relationship between the distributors and the consumer is profit making. The distributors' chief objective is sell the products as soon as possible because each distributor has to renew his/her subscription in the company if he/she wants to be a permanent participant; otherwise, he/she will lose his/her rank. Based on this assumption, the distributors sell as many products as possible irrespective of the side effects these products may have on the consumer. It is the system of the new capitalism that is based on profit making at whatever cost regardless to the hazardous consequences they might entail. As long as the distributors are blinded by money making and vehemently driven by the promised awards,

they do not think of the drastic aftermaths the products they might have. Their sole objective in this business is to build your business even if on illegal mechanisms.

12.1.4 Question 4: What do you think of the network marketing companies, which have linked happiness with financial freedom or over-richness and health?

(M1): The motto the upline leaders used to preach is that Unicity "makes life better"; this means that individuals will be healthier and richer; in other words, individuals will be strong and rich. The problem, however, is that in all training meetings and without exception, the upline leaders insist on the financial freedom but they simply insinuate to the issue of health.

(M2): According to my experience, my upline has rarely talked to me about the problem of healthexcept in condition when I ask him about the use of such and such product. All our discussions are revolved around how to make money. Health is always taken for a backbench issue.

(M3): The more you sell the products the more you earn money and the more people become healthier. But I want to make money, this is my sole ambition. This is the rule, any person is after money; health comes second.

(M4): Companies usually set up strategies and policies to market their product and to remain competitive nationally and internationally. In this relation, the companies do not present themselves as extremists, but they maintain a balanced position, showing that they are not hankering solely after money but they target also the health of the consumers. It is a followed policy to prove that MLM companies are not concerned only with devouring the world's capital but their main apprehension is to take care of the consumers.

(M5): It is quite logical; the problem, however, is that companies preach money first and health second. That is my answer. I am dealing with tens of medical

representatives who offer me endless awards for one simple reason is that I will subscribe their medicines to my patients; what does this mean?

(M6): Yes, I cannot deny the question of richness and financial freedom; it is the objective of any businessperson. The thing, however, that aches me and plays on my nerve is that when we shamefully try to hide the objective of profit making under the umbrella of health caring. Can't you recognize the dictum "business is business"; it is enough I think.

As it is undeniably clear in the testimony of the respondents, there is seemingly propensity towards associating richness and health, considering them as ineluctably fused entities. The apparent interdependence of wealth and health becomes necessary but simply as a propaganda in order to blur the MLM companies' materialistic objective. According to the opinion of the respondents, be they ex-distributors or actual ones or neutral ones, the main and the foremost interest of the MLM companies revolves around profit making, while health is ranked second.

(M1), for instance, bases her assumption on her first experience as a regular distributor in Unicity, admitting that the core focus in the training meeting is primarily confined to the procedures how the distributor should convince both the consumers and how he/she has to persuade new potential distributors to be recruited under his/her name. He/she has to do so because the more the distributor sells the products and recruits other distributors the more he/she gain higher ranks. Because of the insisting curiosity of the downline distributors to know about the effective procedures to recruit new distributors and how to sell the products, the main focus of the discussions in the training meetings are strikingly confined to the wealth while ignoring sometimes the issues of health. Similarly, **(M2)**, an ex-distributor, provides the same arguments about Tiens Group, insisting on the fact that the motto of combining health and wealth is an undeniably erroneous matter.

(M3), an odd job man who suffers from destitution for so long a time, joins Unicity with a sole target that is to make money or as he himself puts it "*I want to make money,*

this is my sole ambition. This is the rule, any person is after money; health comes second." In other words, he unconsciously puts into practice literally what he has been told in the training meetings.

Unlike the first three respondent, **(M4)**, based on her educational background as a graduate from the faculty of law and economy, provides an overview of the matter of business in general. Though businesspersons' objective is to make profits, they protect their interest through humanitarian inclination. According to her assumption, the fact that any business targets money making is incontestable, but it is usually covered by public-spirited tendencies such as health caring.

The testimony, nevertheless, of **(M5)** removes all suspicions about associating wealth with health. He admits that he usually receives awards from companies' medical representatives in order to prescribe their products in return. This means that companies are more haunted by selling products rather than thinking of the health of the consumers.

(M6) laconic answer summarizes the issues of the correlation between health and wealth, insisting, with a large smile, on the fact that *"business is business"*, proving that the world of business refute all sorts of ethics.

As the testimony of a CEO drug company confides, "Treating each patient means losing a customer to the drug company". The strategy ofthe majority of drug companies is , "Don't kill, but be careful not to treat completely"; diseases such as cancer, diabetes, heart attack etc. are like a hen which hatches golden eggs. Drug companies do not provide efficient medicines to cure the patients, but they supply them with medicines that might contribute to the longevity of the patients in order to exploit them. On this basis, the association between material richness and the issue of health caring is a fake motto as it is clearly confirmed by the respondents. The assumptions of the respondents send us to

the speech delivered by the Tiens, Agha Omra when she does not say a word about health caring while she expatiates on the financial profits she has gained and the money that the distributors will enjoy sooner.

12.1.5 Question 5: What do you think of the so-called leaders-industry project and self-development of network marketers?

(M1): The companies usually follow a specific strategy to propagate its products and gain ample customers. If traditional marketing depends on advertisement, MLM rely completely on the leaders-industry as a means to recruit new distributors and to expand the value of the company nationwide and worldwide. These leaders are well-trained and qualified enough to convince anyone listen to them. It enough, for instance, to mention the name of Majdi Oubaid; his speeches leave no doubt in the audience.

(M2): I would like to confess that these leaders are dangerous and can convince anyone. I have attended one training meeting, and hence I get engaged on the spot. They are highly qualified. Once Agha Omra delivered her speech, I incarnate with her spirit.

(M3): I remain bewildered when I hear Majdi Oubaid speaking; I believe in all that he has said. I was under the impact of his words.

(M4): The companies, especially MLM ones, select their mouth speakers who speak on their behalves. They substitute advertisement; the only difference is that the leadrs-industry have the gift to face the audience directly while advertisement is an indirect medium. Nevertheless, I think that the leaders-industry is more influential than advertisement because it depends on close contact with the distributors.

(M5): I have not attended any training meeting, but I am in the know that the project of the leaders-industry is efficient enough to convince new distributors and gain full ground nationally and internationally. It the most effective strategy contrived by MLM companies.

(M6): Each sector has its own strategy and policy. Since MLM companies depend on direct selling, they also choose to deal directly with the distributors through so qualified orators, who were trained to convince their audience at whatever cost.

There is a unanimous agreement of the respondents who affirm that the leaders-industry use highly influential language whereby they persuade and convince their audience. The discourse, in reality, is a means through which reality reproduced and restructured so as it could meet the needs of the audiences. Along the training meetings, the leaders use challenging discourses with the purpose to transform the "system of knowledge" of their attendees, be they virtual or actual.

In this regards, instead of MLM companies spend their money of advertisement, they depend on the qualification and the competence of leaders to propagate their products and strategies nationwide and worldwide. The result is that MLM companies, as it is indicated by the statistics of the leaders, be it true or false, millions of distributors have been recruited all over the world in a very short lapse of time. This shows that the discourses used by these leaders has a great impact on the psychology of the audiences.

The pivotal issue around which the leaders expatiate in the training meetings is how the negative energy paralyzes the individuals and prevents them from acting. They make the attendees aware and at the same time admit that they are under the pressure of ingrained and inveterate negative energy. In their discussion, they refer to different literatures chiefly sayings, religion, popular maxims, and philosophical assumptions and so on and so forth.

Birds with feathers flock together. A frequently repeated adage on which the leaders warn the attendees from befriending people with negative energy because they will intimidate them from doing their business. They claim that positive individuals are usually drawn together while negative individuals are grouped together as well. The

leaders warn the attendees to part company with the negative people because they will intimidate them. They provide vivid examples of the persons who suffer from negative energy, namely those who have a dark vision and pessimistic view of the future of business, those who do not believe in ambition and success, and those who feel satisfied with a stagnant salary, to name but a few examples.

The stronger Muslim is better than the weaker Muslim is. To substantiate their arguments about the defect of negative energy, the leaders have also recourse to religiousbasics. Ample of Koranic verses and multifarious sayings of the Prophet are mentioned and referred to in order to eradicate the least vibes of negativity that might dishearten the attendees.

مكا يديها غير ازعيم ولا كريم ولا مرضي الوالدين) ***The winner will be either a brave, or a generous or a graceful to one's parents).*** This popular maxim leaves no choice for the attendees to affirm that they heroic that they are plentiful and that they deny to be disgraceful to their parents. The leaders, therefore, draw the attending distributors face-to-face with their destinies, showing to them that the project of MLM need people with these qualities to be successful.

The leaders' use of an amalgamated discourse composed of different literatures aims at tackling the issue of negative energy from different perspective in order to obliterate all the suspicions from the minds of the distributors. The leaders-industry, therefore, is a strategy created by MLM companies to convince the people to embark energetically on the project of direct selling. One of their foremost thing that should mentioned in this analysis is that it seems that the leaders seem to know in advance the needs of the attendees because all the issues they treat or the way they implement their argument touch deeply the spirits of the audience.

12.1.6 Question 6: What are the reasons behind the Moroccans' involvement in the network-marketing project of direct sales of food supplements?

(M1): Frankly speaking, when a friend of mine has first invited me to join this MLM Company (Unicity), the chief point we have discussed for a long time is the rapid money making process. This first step is incredibly increased in the training meetings where I notice that the distributors are talking primarily about how much money they will make in addition to the other accessories: cars, villas, travels etc. Therefore, I think that the financial issue is the driving key that stimulates Moroccans' involvement in MLM. My dreams are blown up; all my efforts are in vain; it is a complete loss: expired products for I cannot sell them on due time, I cannot retrieve my money, I lost even my friends and my close family.

(M2): When my upline and I met for the first time to discuss the project of MLM, he starts listing the names of the persons of different genders, ages, nationalities and who become rich in no time. The figures he gives are incredible as I see that they may exceed ten times my salary; I start thinking how stupid I am if I do not join immediately MLM companies. All the things– a comfortable car, a villa, overseas travels - that used to be impossible for me to actualizebecome true as far as I could imagine. People are haunted, possessed, and even taken away with materialistic satisfaction. However, the consequences have left deep scars on my psyche for the deception I have experienced. I have gone through so many contacts with other people to recruit them as downlines, so many call phones and direct contacts to sell the products before being expired, my friends and my family relatives cannot pay cash and I have to wait for months to retrieve my money. In a word, MLM is a brainteaser project.

(M3): I can give my point of view according to my social status for I am suffering a lot from this deplorable condition I am experiencing for so long time. I join MLM for one and main purpose which is to get rid of this poverty; and I think, as far as I notice, all the distributors are looking for profit making; this is the main point around which our discussions are revolving. No one can deny this, believe me it is true. I trust in this project; and I am full of hope to actualize my dreams.

(M4): As the common saying goes "money makes money". If the distributor follows literally the rules put forward by MLM companies, he/she will attain one day the envisioned target that is to become a "millionaire". It is simply a question how intelligent you are and which strategies you follow in this project; it means you should spare no time, no money and no effort to reach the summit; it is not an easy task but you have to work hard for it. He who likes honey, he has to bear the stings of bees. What will be the purpose of joining a company if it is not for making profits? Believe me, non-profitable organizations, as they might call themselves, are fake and fraud establishments. Moroccans join MLM for money and nothing else, and I cannot deny this.

(M5): Do you think that people in Morocco do not believe in moneymaking? It is the general rule of all societies. I can add one simple thing is that Moroccans get involved in MLM because there is no obligatory rules that bound the uplines and the downlines. Everyone is free to be recruited and withdraw whenever he/she likes; it depends on his/her capacity in dealing with the project. I think also that Moroccans get involved in MLM for two main reasons: lack of experience and knowledge of what is meant by MLM and the bad consequences they might harvest. Secondly, the voracious to become rich is even more aspiring than any other related factors.

(M6): Things are as plain as the sunshine; no one can deny that he/she joins a business company a non-profitable end and not for moneymaking. However, the objective of joining MLM remains a relatively personal decision because some are engaged to fight unemployment while others believe in the emblem that says "the more the merrier". There is another thing I would like to call your attention to is that some people in Morocco, I do not say all Moroccans, usually rush on blindly to be engaged in something about which I hear or know for the first time. I would like to say that the consequences of MLM companies and before them what is called pyramid system are catastrophic because so many people become bankrupt and helpless.

Roughly speaking, the answer to **question six** can subdivided into three main categories, depending on the situation of the respondents, who either are ex-distributors

or recently affiliated in MLM or non-belonging to either side. Each subdivision of these uses a specific language and provides different arguments for the same question, implementing their premises with their actual situation as either being ex-participants or newly engaged or being neutral.

It is always argued among CDA analysts that language is not an all-powerful tool in its essence; its power, nevertheless, is primarily resultant from the way it is used by the sender (Blommaert, 2005). In this regard, when people use language as a mechanism to dominate the receiver's thought, ideas and action, the objective then that language loses its innocence and neutrality in being a medium of information transmission, but it becomes a device whereby ideological ends are purposefully oriented. Conversely, Fairclough (1989u) argues that, "how language contributes to the domination of some people by others is the first step towards emancipation" (p. 194). If the ideological agenda of the empowered people provides the in-group with the necessary privileges, on the contrary it deprives the out-group from the least prerequisites. This unbalanced situation entails a counteraction on the part of the exploited out-group to react against the unfair subjugation of which they have been victims.

The answers of both **(M1)** and **(M2)** constitute a relevant case in demonstrating how language use empowers a social group and at the same time create counter reactions on the part of the suppressed one. Both ex-distributor dichotomize their answers into two distinctive parts: the first few weeks as distributors and after this experience. They regretfully acknowledge that they were dupes of manipulated and constructed reality that seems to exist solely in the minds of their upline leaders. All the promised awards and the easy moneymaking process are but illusions or even a "*mirage*" which nodesirous and ambitious people can attain.

The materialistic framework becomes the core focus of the leaders to captivate the distributors' attention and control their minds and beliefs to make them act in accordance with the MLM agendas. Being aware that almost all the attendees belong to the low and the middle social classes, whose financial support does not allow the least conditions of a comfortable life, the upline leaders confine their speeches to the materialistic issue in order to captivate the audience and make engage in MLM willingly. The problem is that the distributors realize that it is simply a fabricated trick only after they have spent months or even years without attaining any promised rank. They discover that MLM's ideology is more powerful than they could imagine.

The counter reaction, nevertheless, of the two ex-distributors – **(M1)** and **(M2) –** who regretfully disapprove of the language manipulation that ensnare them under the heavy paws of MLM companies leads to the "emancipation". *(M1)*, for instance, affirm that "***My dreams are blown up; all my efforts are in vain; it is a complete loss: expired products for I cannot sell them on due time, I cannot retrieve my money, I lost even my friends and my close relatives.***". Similarly, **(M2)** plainly and outwardly affirms that "***, the consequences have left deep scars on my psyche for the deception I have experienced.***" and that "***MLM is a brainteaser project***".Both **(M1) and (M2)** reconsider the impact under which they were in the training meetings, authorizing the highly manipulation of language used by their upline leaders.

The exercised power of a certain predominant social group is far from being such eternal and long lasting issue since it will be challenged through the opposing response of the oppressed group. The dominant group, instead, retorts to other mechanism to promote its hegemony by creating new strategies and through looking for new victims as it is shown in the case of the newly recruited distributors both in Unicity and Tiens. For example, **(M4)**, a newly recruited distributor seems to be full of hope in joining Unicity

–an MLM company, confiding that, "***I trust in this project; and I am full of hope to actualize my dreams.***" While two distributors manage to "emancipate" themselves from the impact of the dominance of MLM manipulation, new distributors, among others of course, will substitute them, playing the same role. In this regard, the same old story will be told thereof.

13. Observation

After dealing of text and social practice analysis, the second crucial step that will implement the qualitative analysis of focus group is observation. In the broad sense of the concept, observation deals with the interaction of users in a special context. Its importance lies in providing an in-depth insight into the social group's action concerning a specific manifestation. It offers a firsthand insight into the way the social group's reactions towards a phenomenon.

Some theoreticians associate observation with ethnographic research and sometimes they use the two terms interchangeably. For instance, Chatman sees that ethnography as an observation of the social practices "in social settings that reveal reality as lived by members of those settings" (1992, p. 3). In the same way, Becker and Geer consider that ethnography is a firsthand observation of the researcher keeps "observing things that happen, listening to what is said, and questioning people, over some length of time" (1970, p. 133).

Scholars interested in the field of observation usually determine the roles of the observer in four main cases, following the way paved by Gold (1958), who systematically developed the relationship between the observer and the participant and how they interact. In this way, he schedules the following categories: "complete observer", "observer-as-participant", "participant-as-observer", and "complete participant" (Gold, 1958). Some

scholars come out with different yet similar concepts such as "participant observation". In this case the observer is considered as a participant who takes part in the process of observation. Then there is what is called "direct observation" in which the observer does not interact or being involved in the network of observation. The third case is "covert observation" where the observed subjects are not conscious or aware that they are observed. Finally, the "overt observation" happens when the observed subjects or participants know that they are underfocus.

Observation plays a number of functions that help the researcher to identify the culture, identity and the psychological condition of the observed participants. Through observation, the researcher comes to know how the informants behave certain events or conditions and which ones they like better and which ones they dislike. Such results can be deduced through a variety of means. For example, in addition to the verbal expressions, the informants' physical actions becomes a relevant mechanism for detecting the significance of their gestures. What is more, their expressions becomes a factor whereby their behaviors can be identified namely through the tone and the speed of the voice. Finally, facial expressions is a crucial device that reflects the psychological mood of the informants.

As for the matter of observation in relation to the thesis, the analysis will be dichotomized into two dimensions: the focus group interviews and the national meetings of Unicity and Tiens that have taken place in Casablanca. These two occasions –focus group interviews and national meetings – provide an in-depth insight into having a firsthand and close interaction with MLM's distributors. Each side seems to be endowed with some characteristics that single it out from the other one. To illustrate this point, the focus group interviews allows me to detect the informants individually and from a so close distance that it has been carried out in intimate way. Conversely, the two meetings

offer a collective and panoramic view of the scene. However, I see that the two occasions complementarily match each other, in the sense that what could not be identified in the agglomeration of the collective group could be recognized in the individual observations.

13.1 Analysis of the observation of the focus group

The analysis of the observation will not take into account in details the six questions individually as they have been dealt with in text analysis above, but I would rather tackle them as entire entities. I opt for this decision because I notice that the interviewees more or less maintain almost the same complexions, constant facial expression, body actions and verbal tones. In this regard, the observation analysis will roughly subdivided into three categories: ex-distributors, newly recruited distributors and neutral interviewees.

To begin with, once hearing the first question about MLM, the ex-distributors (**M1 and M2)** reveal almost the same regret by sighing, though the (**M1) –** the woman- heaves a sigh deeper than the one expressed by (**M2) –** the man**.**The fact that they exhale noisily through their mouths instead of their noises indicates that they are greatly affected. The other feature that more or less accompanies their answers is that they talk wryly and sardonically about the *"achievements", the benefits"* they have *"harvested"* along their recruitment in the MLM. Both of them either keep a haggard face or they force a rather satirical smile, realizing how deceitful the project of MLM is.

The gestures of the two ex-distributors are seemingly alike in expressing the profitless project they have embarked on. In this particular feature, the ex-distributors sometimes use one hand to express that they gain absolutely nothing by passing their right hands on their faces and adding *"nothing"*. Sometimes, however, I notice that when they were taken by a wrathful state, they use both the right and the left hands in an up-down gesture. On other occasions, the two ex-distributors seem to repeat my questions through

down-up hand gestures meaning "*so what?*". Such body gesture shows that they are helpless and powerless and that their endeavor is very fruitless. The other body gesture that attracts my attention though it concerns mainly the woman is the way she repeatedly slaps her thighs with her hands. She immediately puts her right hand on her right cheek and shakes her head. These gestures reveal her compunction and she has been disillusioned.

The questioning process is frequently characterized by pauses, but sometimes the pauses are so incredibly long that I started thinking if the woman respondent will say something about the question. Many times, she fixed me with imploring eyes, seeking for sympathy and consolation. In this regard, as an observer-participant, I recognized immediately the psychological trauma she was experiencing the moment of remembering the wasteful time and effort along during her membership in Unicity.

As for (**M2**) – a male ex-distributor –, he answers immediately and he does not hesitate. "*Don't cry over spilt milk*", he retorts once. He has learned many things from this experience, hoping not to be duped another time.

The tone of the voice of the ex-distributors is diametrically different. The woman's tone remains constantly low and monotonous. She does not reveal any open verbal indignation towards her experience as a distributor whereas her facial expressions and gestures demonstrate the opposite. Conversely, the voice tone of the man becomes harsh and high, especially when he starts swearing and cursing and many a time he apologizes for the bad words. His indignations are expressed openly and overtly.

The observation process concerning the newly recruited distributors, on the other hand, is tinged by rather positive and optimistic characteristics. Being under the impact of the discourse of the upline leaders, both distributors maintain smiling faces and brightly wide-open eyes. Their delightfuland agreeable features reveal that both of them

optimistically trust in MLM business. Their confidence in this business is intensified by endless hand gestures. I observed that both the woman (**M4)** and the man (**M3**) raise their hands up as if supplicating Allah to help them fulfill their dreams. In addition to that, they keep moving their hands forward in circles, demonstrating that the bourgeoning and booming future is close at hand.

Unlike the frequent pauses of the ex-distribution woman (**M1),** both the new distributors (**M3**) and (**M4**) speak strikingly in a spontaneous way. Their voice tone varies but most of the time it turns up loud. In addition to that, their high-pitched tone is carried out accompanied with laughter. The whole condition of their answers reflects the happy mood of the new distributors and it seems that they feel no sense of shock up-to-now.

Finally, observational process of the neutral interviewees (**M5**) and (**M6**) is entirely different from the other four members discussed above. Since they are neither losers nor winners, their answers are dispassionately formulated. The fact that they are considered as onlookers of what is happening allows them to have such a bird view of the situation. What is more, I could add that their calm and scrupulous self-composure derives its essence from their social rank. (**M5**) and (**M6**) are respectively a Doctor Naturopath and a full teacher at the faculty of law and economy. Even when they make some body language, their gestures in particular are most of the time rationally balanced. Their tone of the voice knows no change at all. What is striking, however, is that I feel that they want to make sure that I get what they mean through fixing me with their eyes and extending the palm of their right hand towards me. They shrink their hands once I nod my head, acquiescing that I am with them.

The device of observation, as it is shown above, effectuates three distinctive aftermaths, depending on the standpoints from which the questions are taken into account. There is the anti-multilevel marketing counteraction of those who have reconsidered the power of the discourse of their upline leaders. They display the deep regret of believing in the *"construed reality",* (to use Fairclough's concepts) of the international corporations. They recognize, though too late, that the

mechanism of media is so powerful that it fabricates and construes a reality that does not exist at all. In this sense, the MLM's discourse has a "*power over*" the distributors because the upline leaders, taking advantage of being the source of knowledge, exercise their communicative power over their listeners. This shows that those who institutionalize power relations between the sender and the receiver control the habits of the construal mechanism. In other words, those who have a certain power in any social network construe its reality in order to promote their control and leadership over the population.

When Fairclough insists on the fact that language should be analyzed critically, he means that language denotes nothing if it is taken aloof from the social contexts where it is practiced. Heaffirms that the crucial role of language is its dialectical function and the way it *internalizes*the social power relations. This power is an ineluctable device be it the "*hard power*" in which despotism is repressively exercised upon the subalterns, the "*soft power*" through which the population yields under conviction. Believing that terrorizing the audience (*hard power*) might work less effectively, the MLM leaders resort to mild manipulation (*soft power*) to control the feelings and the thoughts of the social environment. In this way, the MLM leaders capitalize on the mechanism of language to keep their audience under their influence. Chomsky (2005) argues that language remains the adequately and efficient tool whereby "you must control attitudes and opinions" (p. 21).

In reality, the controlling and powerful group, be it educational, organizational, political or educational, usually manages to impose its ideologies in social environments. But the problem is that how organizations succeed in persuading and convincing the targeted groups. Fairclough (2009) premises that:

> But I think many of us have a sense of powerlessness, of being caught up in a fast current we can't escape from, in our dealings with a range of contemporary organizations, from banks to hospitals to universities. This is often a problem of negotiating organizational language, and while we may be conscious of that it is often difficult to pin down what it is about the language which makes us feel so powerless. (p. 8)

The powerful-powerless problematic issues are highlighted against the background of the ineluctable interdependence between the two. Chomsky cogently argued that the organizational use of language as a communicative process between the producer and the consumer becomes so familiar that the latter is accustomed to the strategies of the former.

13.1.2 Analysis of the observation of the training meetings of Unicity and Tiens

Unlike the observation analysis procedures taken in focus group interviews in which the interpretation revolves around the individual's characteristics, the observation of the training meetings will be tackled from broad and collective perspectives. Such decision is taken due to the fact that it is very hard for me to distinguish individuals within an audience of more than three thousands attendees in both Unicity and Tiens.

The two national training meetings have taken place in Casablanca where distributors come from different regions across Morocco. Unicity training meeting took place in April27, 2016 at Hyatt Regency Casablanca conference room and was presided by the Bahraini Majdi Ubaid, a double-diamond pin leader. Tiens training meeting was presided by its Chinese CEO, Li Jinyuan and took place in June 30, 2019 at Moulay Rchid Theatre, Casablanca.

April 27, 2016 was an eventful day for me. It is the first time that I attended a meeting that included people, who came from different regions of Morocco. Middle-aged, young and teenagers of men and women came plentifully. Some of them took selfies and turned around to picture the different corners of the conference room, laughing, shouting waving to their friends. Undeniably, being an inseparable individual among the mob, I did the same. As I was an observer and participant, I share all the actions and the feelings of the audience.

There are plenty of chairs for everyone, but almost all of them are empty because the majority of the audience is excitedly moving into all directions. It is rarely when one can notice that someone is fixedly standing in one specific place.Shouting, laughter, salutations, congratulating one another are the most prominent actions that dominate the atmosphere of the conference room in Hyatt Regency Casablanca.

In the same way, the national meeting of Tiens at Moulay Rchid Theatre in Casablanca knew almost the same atmosphere. From the accents of the attendees, it is clear that distributors come from different regions of Morocco. Females are more numerous than males and the middle-aged people constitute the majority.

To make the audience more excited and more integrated in the joyful ambiance and delightful mood, the organizing committee of the national training meeting inaugurate the opening session with a "steel band". The heavy beating of drums and the chanting of the members of the band encourage the attendees to melt in the happy mood of the meeting. In such festivity one can hear the women's ululate and men's clamors. Taken away with the tuneful and rhythmic music and the popular chanting of the band, some women and men start dancing altogether.

The opening scene lasted for almost twenty minutes. Pictures taking, selfies, embraces, congratulations, dancing, singing and salutations are heard and seen all around the corner of Moulay Rchid Theatre. Only a few attendees who take some precautions not to mingle completely in the atmosphere.

In both national meeting, the tow audiences are seemed to restless to see the leaders of Unicity (the Bahraini, Majdi Ubaid) and the one of Tiens (the Chinese CEO, Li Jinyuan). The presence of these two outstanding figures enhances the enthusiasm of the audiences and strengthens the credibility of the two MLM organizations.

What is striking is the dressing fashion of the attendees. Women appear in their beautiful clothes be they traditional or modern. The majority of them add slight make-up while a few are heavily makeup. Unlike women, men appear in their usual and daily clothes while very few of them are dressed in neat costumes and neckties.

On the whole, the occasion of being both an observer and a participant offers me the opportunity to experience such a dual sense of belonging to both audiences and at the same time to witness the atmosphere of the national training meetings of Unicity and Tiens.

The power of the discourse of the MLM organizations can be explained and analyzed through the lenses of the agglomeration of the distributors in national meetings. These occasions constitute the tangible background against which the distributors' feelings, their thoughts and their aspirations are concretized and displayed. The actions of the distributors, their attitudes and their behaviors set in motion the concealed their social practices and their intentions. Wodak (2001) argued that, "discourses as linguistic social practices can be seen as constituting nondiscursive and discursive social practices and, at the same time, as being constituted by them" (p. 66).

In this context, the atmosphere of the national meetings engenders a "nondiscursive" discourse that help in sorting out the cultural identity of the distributors and how they are under the impact of the discourse of their upline leaders. As an observer, I could notice that the force of their discourse goes beyond the limit of influencing the attendees but it extends to coerce them to the degree of identification and empathy.

Once the MLM leaders appear on stage, the attendees acclaim their arrivals, vociferate their names, and wave incessantly their hands until they ask for silence. Some attendees, especially women, are so taken by their emotions that they start shedding tears. There is only one explanation of this conduct: they aspire to be one day in their place. In

this relation, when the receiver manages to identify with the sender it means that he/she is under the spell of the moment. The discourse of the leaders of both Unicity and Tiens has become increasingly encroaching on the personality and identity of the distributors to the extent that the latter take the former's promises and undertakings for granted. This becomes clear when the attendees applaud and hail whatever the leaders said without showing the least objection or doubt. In other words, the audiences are so mesmerized by the speeches of the two leaders that they unquestionably believe in their words.

To summarize the observation process of the national meetings of both Unicity and Tiens and which are presided respectively by Majdi Ubaid and Li Jinyuan, we can say that the two leaders have great influence of their audiences. They tackled the issues of MLM from the perspectives that appeal directly to the needs of the listeners. They immediately insist on the points that adequately match the desire of the attendees. Put differently, they know how to have access to the very requirements of their audiences and they keep revolving around that issue.

Conclusion

The discourse is deemed as the medium whereby social interaction between the sender and the receiver takes place and the mechanism through which realities are constructed to serve a certain agenda. Language, therefore, I general becomes the mirror that reveals the status quo and the status anti of social groups and the way they either remain stagnant in the former or embark on the latter. The analyzed flyers of Unicity and that of Tiens in addition to the leaders' speeches and focus group interviews provide a key data that allows us to identify the social changes that occur along this interaction.

The social change of Moroccan society can be touched through different manifestations chiefly the jargons of business, the adaptation of values that alien to the

local culture and the questioning of the original legacy. In fact, the interaction with the upline leaders of MLM companies engenders so many new things in Moroccan society an effect that manifests itself through the questioning and even challenges of some inveterate local norms.

The first striking remark that attracts my attention when dealing with Moroccan distributors, be they males or females is the way they adapt without obstruction business jargons especially those applied in MLM companies. They start thinking of the taken strategies to expand the "associates", meaning team member of distributors. In the same way, the distributors ponder upon the "binary" as it increases the compensation plan. To promote their ranks and build their business the distributors embark on creating what called "depth" that is to say recruited downliners that will help the upliners to increase their compensations. Amusingly, they seem to warn each other of dealing with what is called "dream stealer" since he/she is endowed with negative energy and who might be a true hindrance to business. In fact the list of MLM jargons is very long and I will simply mention some of them without giving details about their functions, chiefly "downline", "frontline", "fast start bonus", "group volume", "home party", "leg", "king pin", "silver pin", "golden pin", "diamond pin" etc..

Importantly, MLM business manages to engender and diffusesome "alien" values among Moroccan distributors. Such propensity seems to shake and challenge the standardized local values. It is considered so for multifarious reasons. Fro instance, the idea of financial freedom becomes a recognized tradition ever since female get social, economic, political and educational emancipation. This phenomenon, nonetheless, known an incredible expansion in scope and nature with the emergence of MLM business since even illiterate women are becoming haunted with financial freedom. This issue becomes

an ineluctable topic among women in the training meetings, affirming that MLM unshackles them from the financial constraints imposed by their spouses.

Similarly, MLM business integrates gradually the culture of consumerism among some Moroccan families, especially those who are in the know about food supplements. Most of MLM companies conceive that food supplements and other akin products are becoming the core focus of the modern consumers and hence they provide all sorts of products to meet the desire and the need of the nationwide and worldwide clients. But the problem is that it is the encouragements of the distributors which drive the costumers to consume these products. They advise the customer to regularly take some products to immune himself/herself from any potential diseases, but in reality the distributors have to get rid of the products as soon as possible to retrieve their money and at the same time to promote in the escalation system of the company the belong to.

14. Social semiotics analysis of the still Figures of Unicity and Tiens

Along the above-discussed chapter, the analysis takes into account the discourse of the flyers of Unicity and Tiens together with the discourse of focus group interviews. These are means of communication mechanisms that contribute to the revelation of the MLM's linguistic strategies to exercise a certain power over the target audience. The use of language, however, is not the only mechanism whereby MLM organizations are disposed to control the distributors and the consumers alike.

To expand increasingly the scope and nature of their communicative strategies, Unicity and Tiens resort also to the vehicle of the image that are omnipresent in all their brochures. By virtue that the image has become an ineluctable as a strategically communicative mainstream in MLM organizations', I consider that the inclusion of the image in the analysis of my thesis is adequately relevant. In other words, I see that the analysis of the discourse of MLM organizations will be complementarily implemented by the image analysisof both Unicity and Tiens.

As it is shown above in methodology, the analysis of images of Unicity and Tiens will be developed entirely through the lenses of Kress and van Leeuwen (1992)*Reading images: The grammar of visual design.* The whole book develops the notion that images are transformed into "*grammar*" and become capable in conveying meanings. The combination parts of images are liable to articulate and produce meanings just as the arrangement of words can do in a can though the rules that govern each side may be different from one another. A text, that is a discursive pattern, can be dealt with progressively from one sentence to another while an image –not discursive- can be conceived simultaneously and in a piecemeal process. Kress and van Leeuwen (Ibid) affirm that:

> Just as grammars of language describe how words combine
> in clauses, sentences and texts, so our visual 'grammar' will
> describe the way in which depicted elements – people, places
> and things – combine in visual 'statements' of greater or
> lesser complexity and extension. (p.1).

Halliday (1985) argued that the role of grammar is not confined to checking if the produced sentences or structures are grammatically correct or not, but its central function surpasses this scope as it deals with revealing the inner thoughts and feelings of the individuals. He sees that:

> Grammar goes beyond formal rules of correctness. It is
> a means of representing patterns of experience. . . . It
> enables human beings to build a mental picture of
> reality, to make sense of their experience of what goes
> on around them and inside them. (p.101)

In this relation, Kress and van Leeuwen (1992) agree with Haliday's conceptualization of grammar in its ability to construct realities, but they add that grammar and "visual grammar" have the same purpose in deciphering the social interactions. In this regard, they affirm that, "The same is true for the 'grammar of visual design'. Like linguistic structures, visual structures point to particular interpretations of experience and forms of social interaction" (p. 2).

To highlight the notion of the "visual grammar", I have chosen some pictures of Unicity and others from Tiens to demonstrate the strategies that followed by each company. It is also an opportunity to draw an analogy between the two MLM organizations as they stand respectively for American company and Chinese one.

14.1 Figures of Unicity Group Organization

Figure 8

Figure 8 highlights the effect of a Unicity product called "Bios Life C, Advanced Fiber & Nutrient Drink". The core interest in this analysis is to interpret the way the picture is presented to the viewer and the purpose behind performing it in this framework. On the whole, the image presented two participants of different gender, having the same old age, smiling in the same manner and wearing the same types of clothes that have the same color. To put it differently, the two participants are identical in their appearances. All the characteristics with which the two participants are endowed are connotatively significant and articulate a variety of aspects about them.

The first thing that strikes the viewer is that the participants of **Figure 8** are taken at a midway between "close shot" and "medium shot". In this context, the more the shot of the picture is close to the viewer the more it establishes a close correspondence with the him/her. This means that thesize and frame of the picture enhance the "social distance" between the viewer and the participants. Since the participants of the picture arepresented as a close-medium shot, it establishes a social and intimate interaction with the viewer. In this particular situation, the participants of the picture and the viewer are so drawn together to the extent that they establish an oneness. The close-medium shotis considered as bridgeable mechanism that makes the participants and the viewer feel intimately close to each other; therefore, it entrenches and promotes their confidentiality.

The process of unification between the participant and the viewer become intimately attached through the medium of "the image act and gaze". Both the female and the male who constitute the participants of the picture look directly to the eyes of the viewer. Such act which bridges the gap between the participants and the viewer and establishes an immediate connection between them is called a "demand". In this relation, by looking straight in the eyes of the onlooker, the participants demand the latter to share with them all their thought, feelings, actions and decisions. Through directly fixing the viewer, the participants demand the viewer to identify with them and to be their associate in the affair of the product. Similarly, "the image act and gaze" is concretely promoted through the large smile of the two participants of **Figure 8.** In this connection, the direct gaze and the large smile become a real "demand" through which the participants ask the viewer to join the happy world that Unicity offers its customers.

The other aspect that contribute to the identification between the participants of **Figure 8** and the viewer is through the lenses of the perspective and the subjective image. This particular position can present anobjective full-dimension picture or it can show

only a part of it, hence it is subjective.Since the picture reveals all the details about the participants, it is considered as an objective image in which the particulars are clearly displayed to the viewer. The objective angle from which the picture is taken enhances the sense of reality of the image and promotes its credibility in the perception of the viewer. The objective perspective of the picture enhances the reality of the participants and confers on them a sense of credibility.

Figure 8 establishes a strong bond between the participants and the viewer through the process of what is called "involvement and the horizontal angle" that distinguishes between a frontal and an oblique presentation of the image. While the frontal stands for the involvement of the viewer, the oblique angle endorses his/her disinterestedness. On the strength that **Figure 8** is a frontal image, it connotes that the participants invoke the viewer to be involved and share their reality. The frontal position of the picture bestows an inviting sense on the participants who seem to welcome the viewer to share with them the quality of Unicity products. In this regard, the frontal presentation of the image is a key process whereby the participants seek the involvement of the viewer.

The color or colors that characterize the picture and its participants are relevantly significant since they function as a communicative tool able to articulate and reflect the intended and target goal of the framework of the image. As it is shown above in methodology, the function of the colors varies in modality, which moves from lower, medium to higher, depending of the brightness, darkness and illumination of the context of the color(s). **Figure8** is represented in a unique white color of the two participants. The light blue color that constitutes the contextualization, that is to say the picture has determined background, in addition to the uniqueness of the white color that singles out the participants confer on the picture a higher modality. In this respect, the higher modality that dominates the image as a whole strengthens the sense of reality that the

framework of the picture aims at realizing. The light blue color that forms the context of the background in addition to the white color of the two participants stress the purity of the image. In other words, the purity of the colors shows that the participants lead a untarnished and trouble free life. In this connection, the contextualized framework of the image together with the dominant white color reflect the sense of the real world that the participants are enjoying with the products of Unicity.

Figure8 is also characterized by the feature of what is called "given and new: the information value of left and right". Such characteristic differentiates between the provided information about the participants, that is to say whether the data is on their left side or on their right side. The former is called a given information, in the sense that it is already known and that there is nothing special about it. On the contrary, if the provided information is on the right side of the participants, it means it is new and that it should be taken into account.

Figure8, as it is shown clearly in the image, provides detailed information about the products on the right side of the participants. In this regard, the image stresses the newness of "Bios Life C, Advanced Fiber & Nutrient Drink" product and the way it contributes to the promotion of maintaining good health of the rather aged people. It demonstrates how the new products keeps the consumer new in everything in his/her life. The characteristic of "Given and new: the information value of left and right" is added value to the efficacy of the products because it keeps renewing the health condition of the consumer of Unicity products.

The contextualized immaculate blue-light background together with spick-and-span white color of the two participants confer a veritable cleanness on the overall framework of the image. The orderly purity of the two factors articulate the ideological power intended by the image as it communicates the real world *"construed"* by Unicity.

The image promotes the role played by Unicity product "Bios Life C, Advanced Fiber & Nutrient Drink" in maintaining and balancing the life of old-age people in general. The message is primarily directed to this particular age segment purposefully because people of this generation started losing faith in leading a joyful life. "Bios Life C, Advanced Fiber & Nutrient Drink", however, is presented to the viewer through the lenses of the image in order to encourage old age people to be self-confident by putting their full trust in Unicity products.

In this connection, if we draw an analogy between the discourse with all its grammatical pattern and the image with all its overall perspectives, we can conclude that both of them are loaded with ideological though each side has its specific mechanism of transmitting its thought and ideas. The former factor –discourse- depends on convincing the reader and the listener through a skilful use of language so as to meet the desire and the taste of the consumer. Conversely, the latter –the image- relies on visual presentation in order to attract the attention of the viewer and ignites in him the sense of admiration. In this way, either conveyed through language or via images, the power of ideology is ineluctably omnipresent in the message of MLM organizations.

Figure9

Figure9 advertises the product of "Enjuvenate" produced by Unicity organization, focusing on the products and the mid-aged male and female participants. The whole image displays multifaceted dimensions characterized by the complexity yet complementary traits. In this connection, the diverse features of the image namely "the image act and the gaze", "the size of frame and social distance", "perspective and the subjective image", "involvement and the horizontal angle" and "given and new". **Figure 9**, therefore, will be analyzed through the lenses of these dimensions because it articulates and communicates multifarious messages to the viewer.

The first feature that attract the viewer's attention is the image act and the gaze. By virtue that the two participants fix the viewer with straight and direct looks, they "demand" him/her urgently to join the world of Unicity if they aspire to "Enjuvenate" their young age. The straight and direct gaze of the participants of the image becomes and igniting invitation that appeals to the thoughts and feelings of the viewer. The direct gaze, therefore, bridges the gap between the participants and the viewer and serves as a

connecting bond that draws them together in order to share "Enjuvenate" the products of Unicity.

The second feature of the image that appeals to the viewer's responsiveness is the angle from which the shot is taken. Because the image reveals all the details about the position of the participants, it is an objective one. The sense of objectivity of the image stresses the naturalistic depiction and hence persuade the viewer to believe in its real framework. The other function that the objective image articulate is that it offers a plain and evident world of Unicity products, in the sense that the organization has no hidden side effects. In this manner, the framework of the image that reveals all the minute details about the participants consolidates the bond of trustworthiness between the viewer/consumer and Unicity organization.

Figure 9 seeks to outline the framework of the sense of objectivity as a strategy to enhance the issue of credibility. The fact that the image discloses plainly all the details about the participants flares up the desire of the viewer to believe in the product's efficiency. The objective image determines the viewer's positive conceptualization and at the same time it urges him/her to identify with the participants. The issue of the objective image serves as a governing power that consolidates the relationship between the viewer/consumer and the participants and hence vicariously involves these two under the name of Unicity.

In addition to the dominant objective issue, the image seek strives for more interaction with the viewer through the mechanism of the "size of frame" that establishes what is called "the social distance". This device produces "the interactive meaning of the image", depending on whether it is a close-up shot image or medium one. As it is evident from the size of **Figure 9**, the participants' physical appearance shows the head and the waist; it is, therefore, a medium shot.

The image shot is a mechanism whereby the social interactive process is negotiated, displaying to what extent the viewer is likely to identify with the participant(s) or the other way round. One of the culturally institutionalized belief that is commonly recognized in social practices is that the closer the distance between interlocutors the more intimate they are. The participants of **Figure 9**, therefore, are outlined in a medium shot under the rationale of establishing an immediate intimacy with the viewer. The confidence that the viewer/consumer might find in the product of "Enjuvenate" is pertained to the close distance between him/her and the participants. Such closeness is likely to match the two sides to "Enjuvenate" their physical appearance in the sense that both the participants and the viewer will *rejuvenate(italics in mine)* their bodies.

Figure 9 develops another feature that contribute greatly to the identification between the participants and the viewer which the frontal angle. The image that advertises Unicity product "Enjuvenate" is taken from a front angle. In this way, it ignites the viewer to be fully involved in the atmosphere of the image, including the participants and the product. It is believed to be so because the frontal angle of the image is supposed to offer the world as it is to the viewer and hence he becomes an inseparable part of that world. The frontal angle, therefore, set in motion the process of involvement between the participants and the viewer/consumer.

The whole composition of the image also creates what is called the "representational and interactive relation" that is activated through the way the image is presented to the viewer. Such operation engenders either a "transactive reaction" or a "non-transactive reaction" which stand respectively for having a sight "within the frame" or "out of the frame". The represented participants of **Figure 9**keep their sight on the viewer –within the frame- and hence they have a "transactive reaction" through which they aspire to invite the viewer. The image's power that is exercised on the viewer is

pertain to the mechanism of the transactive reaction that galvanizes the medium of social interaction. In this relation, the viewer feels the impact of the fixed sight of the participants from whatever angle from which he might look at the image. The organization of Unicity resorts to the technique of fixed sight of the participants of **Figure 9** because it gives to the viewer the impression that the participants are following him/her wherever he/she might go.

The last point that I would like to tackle about **Figure 9** is the issue of color and the way it communicates with the viewer. Concerning this issue, the image is characterized by two dominantly features: the absence of contextualization of the background and the white color. These two traits are significantly relevant each one of them has a definite connotation and transmit at the same time a specific message to the viewer. A for the absence of a contextualized background, **Figure 9** aspires for a larger context, in the sense that the absence of a specific context allows the image to expand its validity in any spatial context and in any temporal dimension. In this way, the image frees itself from the constraints of time and space and offers itself as an object that is adequate for any context. On a par with the absence of context, **Figure 9** also is largely dominated by the unique white color. The two participants share the same purely and unstained white color, connoting that the world they belong to is clean and wholesome. It is a straightforward invitation sent to anyone who hankers after a health-giving product cannot hesitate to take "Enjuvenate" if he/she wants to lead an uncontaminated and eternal youthfulness.

One of the objectives of depending on the social semiotics of the study at hand is an attempt to outline the hidden mechanism of ideologization in the image as a tool of visual grammar to question to what extent the latter is used to indoctrinate certain beliefs among the population. The use of the image as a visual grammar instead of the language has been surfaced in the last decades and it becomes a dominant tool of communication

among the leading organizations worldwide. On the strength that the image speaks louder than the words, as some of us claim, it becomes hard for modern organizations, especially MLM ones, to insulate the use of the visual grammar from their ideological strategies. The image, therefore, constitutes the lifeblood of the organizations since it serves ideological ends.

In the broad sense of the term, ideology aims at dominating the thoughts, the beliefs, norms and values of actual and potential social groups. It tends to determine or rather to institutionalize certain standardized "belief systems" among worldwide societies under the aegis of controlling their status quo and their cultural identities. In this relation, the image as a visual grammar is considered an efficient platform whereby MLM organizations reach societies and communicate their ideologies.

Given the image as a visual grammar influence in shaping and manipulating the viewer's beliefs and ideas, expressing ideological perspectives means an attempt to control the real and potential addressees and govern them under the same strategy. The mechanism of ideology promotes the messages of the powerful impact of business organizations through manipulating the supposed susceptible addressees.

Though manipulation has been given different definitions, it shares the same epithets such as "deceiving", "misguiding" through media tools such as language or images. For example, Good in (1980) states that manipulation is the strategy whereby "intentionally and directly influencing someone's beliefs, desires and/ or emotions in a way typically not in his self-interest or ways that are likely not to be in his self-interest in the present context" (p. 59). Mills (1995) argues that "what is distinctive about manipulation is that it purports to be legitimate persuasion that offers good reasons, but in fact, bad reasons are offered." (p. 60). Blass (2005), however, sees maintains that

manipulation is an unforceful method whereby the manipulator persuades the recipient(s), affirming that:

> to affect the target in such a way that his behavior/action is an instrument of attaining the goals of the manipulator, who acts without using force but in such a way that the target does not know the goal of the manipulator's actions (p. 170).

Discourse, be it either a written or spoken language or represented in visual grammar, is eventually used by the powerful manipulators with the sole purpose is to advocate certain ideas and norms that exclusively work for the benefit of the sender at the expense of the receiver.

Figure 10

Figure 10 will be analyzed typically through the dimensions of gaze, size of the frame, objective/subjective perspectives, the frontal/oblique angles, high/low angles and the function of the color. The abundance of the dimensions reflect how the complexity of the image serves a variety of functions that aims at completing the interaction between the viewer and the participants. The complexity of the image emanates from the in-betweens of all the dimensions through which the participant is presented to the viewer.

The first feature that stands for the in-betweens of the participant is the image act and gaze. Basically, the highest modality of the image act and gaze is carried out through a full-face presentation of the participant, fixing directly the viewer. The face of the participant, however, is only half turned towards the viewer, while fixing him/her with a full gaze. Such position serves two functions simultaneously, displaying the slimness of the face thanks to showing only half of it and the same time seizing the opportunity of the half-turned face to fix directly the viewer. In this way, the supposed lower modality of the gaze dwindles and hence it reaches higher modality. The presentation of the participant, therefore, serves two goals at once, emphasizing her long and slim face and instantaneously maintaining the act of gaze; in this way, the low modality that seems to be established by the half-turned face of the represented participant is transformed into a higher modality through the process of a fixed gaze. The last characteristic is considered as a demand in which the participant invites urgently the viewer to be part of his/her world and share with him/her the product that "makes life better" for him/her.

Figure 10 maintains its higher modality through the size of the frame as the participant is presented in the long shot that is usually "occupies half of the height of the frame" of the image. Since the represented participant is framed in the long shot, it displays all the parts of the body that are supposed to benefit from the diet of slimness. It is always argued that the close shot is preferred in film making because it makes the

represented participant closer to the viewer who can distinguish all the details of the face. If the participant of this image, however, maintains the same process, it will not divulge the lineaments that are supposed to show the body slenderness. In this respect, the image is presented in the long shot to fulfil the message of body fitness and at the same time, it keeps the higher modality of the represented participant.

The long shot allows the represented participant to display the body parts that are supposed to determine whether she is qualified as a slender and recognized by a shapely framed body. The image, therefore, displays the features that are recognized in a good-looking woman especially her lean limbs, narrow waist and long fingers. These crystal clear parts of the body of the represented participant grants her higher modality.

Figure 10 also objectively presents the participant as the viewer can easily recognize the different part of the body. The objective sense of the image sets in motion the propensity of the viewer to identify with the framework of the participant since the latter exhibits her world. The objective angle constitutes the medium that draws the participant and the viewer together because it represents the outward world as it is in the experienced reality that basically intensifies the authenticity of their bond. In the same way, the objective frame of the presented participants confers on her a sense of reality and thus it emphasizes the process of the higher modality of the image.

The last point that crystalizes **Figure 10** and confers on it a sense of imposing impact on the viewer is the framework of color. This issue is dichotomized into two different categories: on the one hand, there is the unified and static color of the participant; conversely, there is the color modulation of the contextualized background. Concerning the former category, the color with which the participant is endowed from her neck down to the under knees is an unremitting and unified one. The steady and uniqueness of the color serves the function of the shape of the whole body, meaning that the exclusive

mono-color of the dress of the participant mirrors back that the shape of the body is also a constant one. In other words, there are no shapeless parts of the body, but they are all of the same dimension, showing to the female viewer that she will enjoy a well-shaped body from head to foot. In the manner, the constant color of the dress of the presented participant reflects the constant shape of the body.

The second aspect of the color that plays a vital function is the contextualized background of the participant of **Figure 10**. The background against which the participant is presented moves from a dark blue color that is gradually modulated into light and fainting blue color. The process of the modulation takes a top-down movement that is to say from head to under knees of the woman. Such movement is metaphorically significant in the sense that the process of a slender body shape will be gradually attained as it moves from a dark blue color in the beginning of the diet, but it will end, for sure, in a rather light color, that is a shapely female body.

Besides the participant's presentation, **Figure 10** develops an adjacent presentation of the product that help the woman to gain a shapely delicate body. The analysis will be confined, in the first place, to the typestyle of Unicity product. The font with which the name of the product "Slim" is written stresses the sense of slimness. All the lettering reflects the notion of slenderness, and even the dot of the word "slim" has been modified to cope with the overall aspect of the context of fineness and thus it is stretched a bit up. In this manner, the whole image focuses on the same objective of that is the positive effect of Unicity product in orienting females towards the modern body shape.

The first and foremost objective of Unicity organization is to meet the desire of a multitude of consumers irrespective of their ethnic background or religious beliefs, seeking to appeal to their needs at whatever cost and techniques. In order to concretize such goal, Unicity develop models that will be unquestionably true for worldwide

females. In this respect, though **Figure 10** seems to stand exclusively for a scarfed Muslim female, hence confined to a specific religious belief, it expands its scope to encompass the world at large, and hence it reaches the globalized dimension. **Figure 10**, therefore, becomes a global prototype image, representing the female of the world. It has been conceived as such because it represents how a female body should look like without restricting its regional, ethnic or religious contexts. **Figure 10**, therefore, transcends all the boundaries of regionalism while embarking on a larger scope and more diverse in nature that of globalization.

In addition to the globalized dimension of the participant of the image, there is also the characteristic of the typeface with which the name of the product is carried out. The analysis, therefore, will take into account the characteristic features that typify **Figure 10** and which also assigned it special tags that make it different from the two previous images tackled above. If the viewer overlooks the slight allusion to a Muslim community that is reflected through the scarf, he/she will recognize that the image a representative of females in the broad sense of the word. The focus, however, is given purposefully to a Muslim female in order to eradicate the standpoint that scarfed women are out of the question of body-shape fitness. The image displays the fact that the body aesthetic is the concern of all females irrespective of their ethnicity, race and religion.

The issues of globalization and the nature of MLM in covering the world at large set in motion the presentation of a participant that bring to the forefront a model that becomes a prototype for different cultures. The image, therefore, becomes a mechanism of worldwide socialization as it provides a standardized identity that is true for all social groups. Unicity uses the image as a vehicle of culture industry with the sole objective is to standardize societies under the umbrella of a homogeneous identity. Unicity, a worldwide-recognized MLM organization, makes use of the image as configuring tool

able to organizing norms and values that are liable to be commonly shared globally. In this regard, Unicity's ideological objectives aims at shaping the lifestyle of societies, influencing their thoughts and feelings. Kellner (1995) assumes that:

> Consumer culture offers a dazzling array of goods and services that induce individuals to participate in a system of commercial gratification. Media and consumer culture work hand in hand to generate thought and behavior that conform to existing values, institutions, beliefs, and practices. (p. 3).

The advent of technologies and their spectacular advancement contribute largely to the emergence and proliferation of globalization under the impact of which the world has known spacio-temporal compression. This condition helps in the homogenization of the lifestyle, the way people interact with each other and the standardization of values and norms. Such junctures pave the way for international organization to institutionalize common cultural industries to market the same products nationwide and worldwide irrespective of the social groups they might deal with. In this regard, Kellner (Ibid) argues that:

> But precisely the need to sell their artifacts means that the products of the culture industries must resonate to social experience, must attract large audiences, and must thus offer attractive products, which may shock, break with conventions, contain social critique, or articulate current ideas that may be the product of progressive social movements. (p.16).

The world has been experiencing the era of capitalist societies whose main objective is to structure nations and social groups and individual within the same common mold. To concretize this aim, the multinational organizations create what is called "mass culture" to establish a borderless world based on consuming the same products. In this respect, Kellner (Ibid) points out that, "The products of the culture industries had the specific function, however, of providing ideological legitimation of the existing capitalist

societies and of integrating individuals into the framework of mass culture and society"
(p. 29).

Imperatively, mass communication ranging from TV, radio, magazines Internet, among other means, play a vital role in widening the scope of the influence of the capitalist societies and varying the nature of their interests. The entrenchment of unified models that match the tastes of to further the dominance of the multinational companies and maintain the stability of their interests.

MR. PARK, JIN HEE

Royal Crown Diamond

Mr. Jin Hee Park has been at the forefront of the tremendous growth Unicity has experienced in Korea. His partnership with Unicity has not only helped him develop into a passionate leader, but has also allowed him to help thousands of others achieve success as well.

One of the first Unicity distributors to reach the rank of Royal Crown Diamond, his drive has always been to help others. He said, "Success is in our reach. And the little things you do will bring success even closer."

His business continues to grow due to a strong foundation of teamwork, communication, and trust.

Figure 11

Figure 12   **Figure 13**

MS. PARK, MI JU	MS. LEE, YOUNG HA
Royal Crown Diamond	Royal Crown Diamond
Ms. Mi Ju Park of Korea knows how to work hard and work smart, and her achievements with Unicity reflect that. Mi Ju quickly worked her way up to Unicity's highest rank of Royal Crown Diamond. Looking back, Mi Ju doesn't believe she could have accomplished as much as she did without her immense drive and dedication to her work.	Young-Ha understands the necessity of paving her own way, but she also follows the system Unicity has in place. She firmly believes that in order to achieve the rank advancements others have obtained, one has to be willing to go through the same steps. Young-Ha knows that everyone encounters challenges, but she also says that there are no shortcuts in the business.
"Sometimes when people want to achieve a higher rank, they put themselves into a mold that they think will help them advance, but instead they need to expand their efforts and past experiences," she said.	"Franchise Partners will experience success at different levels and at different times, but when people don't see success at all, it is because they did not accurately follow the system already set in place," she said.

Figures 11, 12and **13**are the last examples of Unicity organization that will be analyzed. The three pictures will be dealt with in the same way since they present the participants in the same pattern, but I choose to tackle them allat once, as they develop the same perspectives of visual grammar. The three pictures will be tackled through the image act and the gaze, the size of frame and social distance, the objective/subjective perspectives, the process of involvement and the issue of ideal and real that delineate the information value of top and bottom.

The three pictures shame the same features concerning the gaze as all of them present participants whose gaze fixes directly the viewer. In this manner, the participants perform the act of a demand the aim of which is to invite straightforwardly to adhere to their world. The gaze-fixing process has a preservative power that follows the viewer wherever he/she goes and from whatever angle he/she might be. The direct gaze becomes, therefore, the linking act that connects the participants and the viewer and bridges the gap between the two; in this way, both the viewer and the participants interact harmoniously in the social sphere through the gaze communicative medium and share the same cultural perspectives. The process of the image act and the gaze fulfils the procedures of connection between the viewer and the participants through the direct look that allows the participants to follow the viewer wherever he/she might go.

The second vital element that serves as a medium that draws the viewer and the participants together is the size of frame and social distance. **Figures 11, 12**and **13** are close shot images as they show the head and shoulders of the participants. The closerthe image the more it establishes an immediate and an instantaneous "interactive" course with the viewer. In other words, the close shot of the image wipes out the spatial distance between the viewer and the participants and allows them to converge identically together. In this manner, the close shot of the image is another constituent that contributes greatly to the flexible fusion between the viewer and the participants in addition the component of the image act and gaze.

Thirdly, the three pictures are taken in the objective frame since they plainly reveal all the details about the participants. Being presented objectively in the image, the three participants maintain their belonging to the real world and hence intensify the credibility of the existing reality of their being. Put differently, the objective perspective that the three pictures displays enhances the integrity of their actual world, tending to show the

world they belong to and that there is nothing fictional about it. When the viewer of the image satisfactorily discovers that he/she is facing the real world the way he expects it to be, he believes and trusts in the credibility of the participants.

The fourth component that enhances the identification of the participants of the three pictures and the viewer is through the medium of the frontal angle shot. The latter angle connotes the involvement of the viewer with the participants since the image presents them as they are in the world. The frontal angle shot, therefore, denies no secrets about the identity of the participants and this situation seduces the viewer to be involved in their world.

Finally, to close the demystification of the **Figures 11, 12**and **13**, I will tackle the issue of ideal and real that delineate the information value of top and bottom. This component of the image concerns the information stated either on the top of the picture or at the bottom of it. While the top information refers to the ideal part, the bottom provides what is real about it. The three pictures focus diametrically on the bottom value, that is to say on the real part of the information value, that is to say the interest is confined to the actual state of the participants.

Figures 11, 12 and **13** present the reality of the participants intentionally because the images drives at revealing the actual financial states achieved by these figures. The focus, therefore, is presented through the lenses of the achievements of the participants whose endeavors are concretized by reaching the rank of "Royal Crown Diamond". The bottom value reflects the successful accomplishments of the three persons whose aspiration will not stop at this rank but they seek to develop their potentials and aptitudes for higher ranks.

The bottom value then serves as an igniting stimulus to encourage the viewer to think of accomplishing the same achievement of the participants. On the strength that the

bottom value deal entirely on the reality of the participants, it aims at directing and fixing the focus of the viewer of the actual condition of the distributors of Unicity.

The image reflects its place value in the conceptualization of the viewer and underlines the relationship between the visual grammar and ideological power the images develop. Social groups determine the values and norms that regulate the individuals' reactions and behaviors. The images becomes a central factor whereby viewers interpret the meanings and identify the hidden ideologies intended by the organizations. The social atmosphere becomes the crucial mechanism through which properties of the image are determined, interpreted and consumed. In this regard, the presenter of the image and its participants usually has a prior absorption of the social condition and hence responds accordingly, attempting to meet its wishes. The objective, therefore, of the presented image is to illicit the attitude of the individuals towards it and the way they conceptualize it. Through this process, the organizations circulate their ideologies and at the same time, they exercise and promote their power over societies.

Figures , **12**and **13** offer the background against which the different processes of discourse (text, process of production and social condition of production) are displayed and enacted. These pictures, presented in visual grammar, are internalized as social practices and interpreted as social phenomena, revealing the way the images have a certain impact upon the viewer and culminate in a complete identification between the two sides.

14.2. Figures of Tiens Group

Figure 14

Figures 15
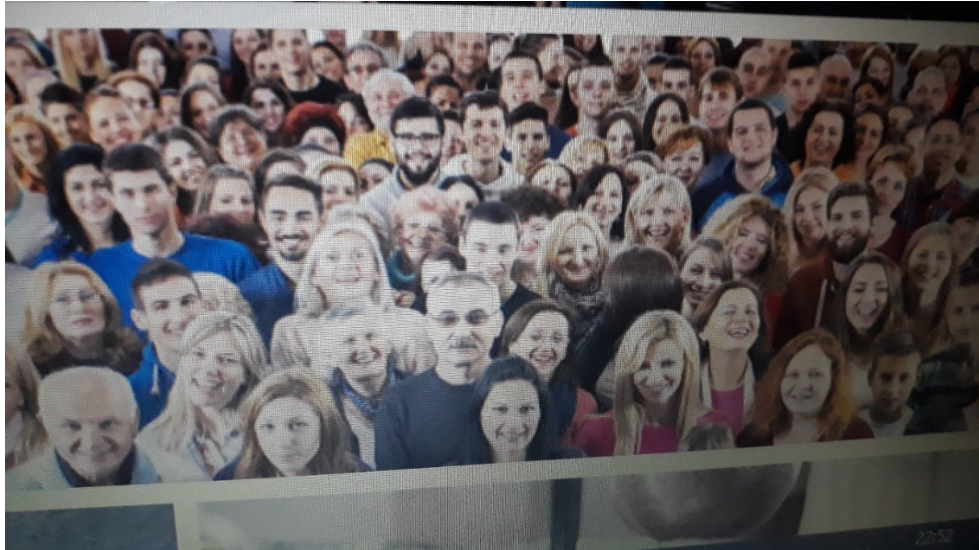
Figure 16

Figure 14

The **Figures 14**, **15** and **16**that are chosen among a large number of images of Tiens Group Organization for the analysis as examples of visual grammar. Unlike Unicity pictures that are strikingly dealing primarily with individuals, Tiens pictures, on the contrary, focus particularly on the group and sometimes on the mass. As it is concretely clear from the chosen pictures, Tiens Group depends entirely on presenting a large

number of participants in one picture, usually belonging to worldwide races irrespective of their colors and sex.

Figure14 will be analyzed through the lenses of different factors that constitute social semiotics, chiefly the image act and the gaze, the size of frame and social distance, the perspective and the subjective image, involvement and the horizontal angle and power and vertical angle. These aspects are relevantly crucial to decipher the participants' role in Figure 14 because the latter presentation conveys the power and the hidden ideologies intended by Tiens Group Organization.

Figure 14 represents twenty-one participants who keep a fixed and direct gaze towards the viewer. Such a situation is operational as it connotes that all the participants "demand" and ask the viewer to interact with the world to which they belong. The collectively fixed gaze of the twenty-one participants exercises a great impact on the viewer because this large number dominate the attention of both the individual and the en mass. In addition to this, the picture's collective gaze of the participants plays another crucial role through the harmonious combination of the multi-dimensional races. The process, therefore, of the amalgamation of different races intensifies the effect of the collective gaze of the participants. In this manner, the act and the gaze of Figure 14whose participants comes from various continents and regions succeeds in carrying out the process of the "demand" of the viewer to join the world of Tiens Group Organization.

What is striking about Figure 14 is that its size of frame and social distance aspect is oriented towards the "very long shot", in the sense that the participants are presented in their full figures from head to feet. This type of shot commonly creates a kind of

distance between the subject/participants and the viewer which makes the link between the two unlikely to take place. The picture, however, displays the opposite by bridging the distance between the participants and the viewer through the unification that is established among the latter. The way the participants agglomerate and constitute a unity, though through a very long shot, invoke a close correspondence between them and the viewer. Such position encourages the viewer to think of himself/herself as a part of the collective picture, irrespective of his/her race.

In addition to the two-abovementioned aspects, **Figure 14**exercises another power over the viewer through the lenses of the perspective and the subjective image. The latter aspect functions as a screen against the background of which all the details of the participants are outstandingly displayed to the viewer. The picture, therefore, is presented through an objective medium, leaving no ambiguity about the participants. Such situation intensifies the real atmosphere of the participants. The objective side of the picture together with the sense of reality the latter conveys ignite the viewer's potentials to believe in the actual situation of the participants. Besides the influence worked out through the objective perspective, **Figure 14**creates the sense of reality via the involvement and the frontal angle that implies basically that what the viewer can see constitutes the true environment of the participants. The fact the viewer can straightforwardly identify the participants' figures means that they represent the existing world as it conceived by the viewer himself/herself. The frontal angle, therefore, is another mechanism whereby **Figure 14** draws the viewer to the current world of Tiens Group Organization.

The different aspects, chiefly the image act and the gaze, the size of frame and social distance, the perspective and the subjective image, involvement and the horizontal angle and power and vertical angle, through which **Figure 14** is analyzed play a vital role in establishing a social interaction between the viewer and the participants. The picture aims at igniting a close correspondence between the two components in order to diffuse certain ideological messages, especially the sense of collectivity. One the basic concept of the Chinese is to display that the spirit of the group is the only strategy for success. In this domain, most of the images that are presented by Tiens Group organization focus primarily on the mass while individualism is rarely resorted to.

Figure 15

Figure 15 delineates a general meeting of Tiens' distributors in China where there is a mass conglomeration. The picture is taken at a moment when the majority of the distributors are unaware and who had been preoccupied by a variety of activities. In this regard, except for a few distributors who are heedful of the photographer's act and who

have a fixed gaze at the camera, the rest of the mass is oblivious. The aim of **Figure 15**, therefore, is not a demand but it is an offer, a technique that presents to the viewer the situation as it is. The focus rests on the homogeneous atmosphere of the general meeting of the distributors of Tiens Group organization. The fact that the distributors are agglomerated around the space of the meeting, wearing the same dresses, putting on the same caps and sharing the same color is metaphorically significant.

First of all, the round space in which the distributors stand is reminiscent of an around table meeting where all the participants seem to share the same rank. In other words, the situation conveys that Tiens is not based on discrimination, but all the distributors are equally treated and have the same opportunity of success and promotion. Secondly, equality among the distributors is intensifies through wearing the same dresses. The notion of the same dresses obliterates the conceptualization of hierarchies embodied in individualism that preaches self-interest. The same dresses of all the distributors stresses the sense of egalitarian strategies that offer equivalent opportunities to everyone. Thirdly, putting on the same caps by all the distributors eradicates age, sex and social difference that might shake the harmonious solidarity of the mass. They are all protected under the same shelter that is Tiens Group organization. Finally, the same color is as significant as the previously dealt with characteristics because it connotes that the distributors belong to the same race though descending from different ethnic groups.

Figure 15, therefore, offers to the viewer the sense of solidarity for which Tiens Group Organization is craving. The thriving process of this organization lies in establishing a homogeneous solidarity, creating a strong equality among and offering the same opportunity to all its distributors.
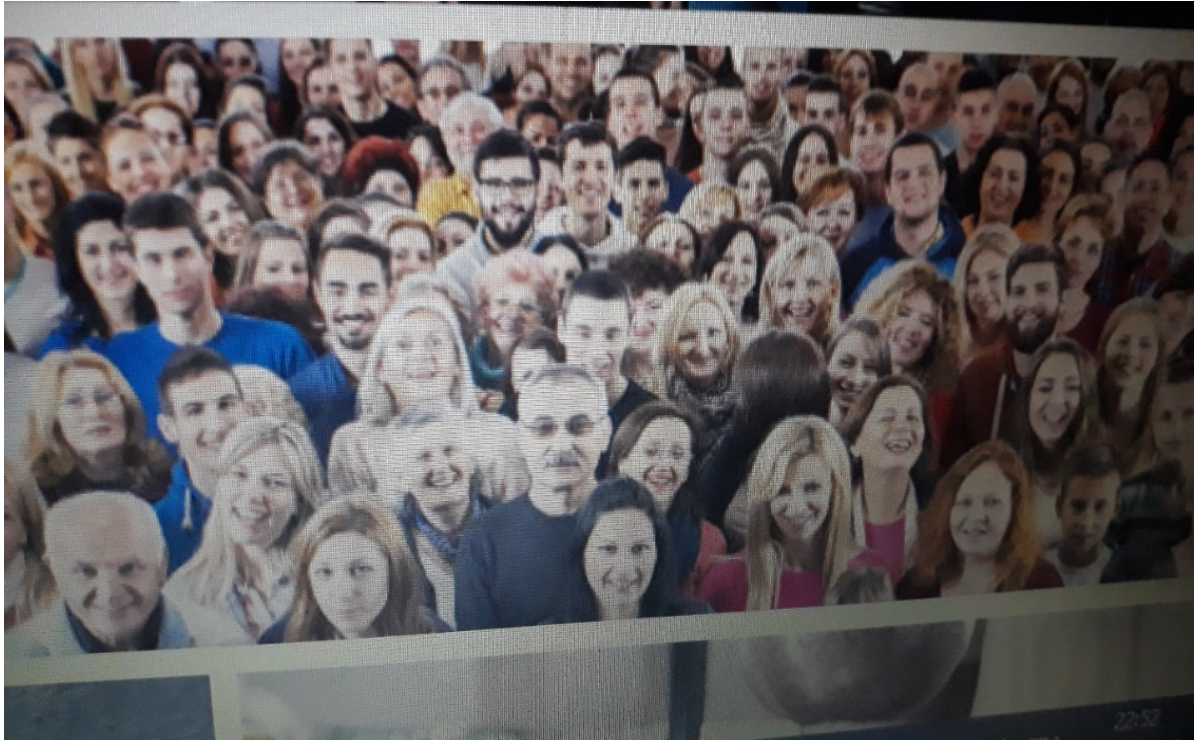
Figure 16

Figure 16 is another example of collective images for which Tiens Group

Organization is recognized and which presents a general meeting in a Western context.

The image act and the gaze focus on what is termed a "demand" since all the participants,

irrespective of their sex and age, keep a direct and fixed gaze on the viewer. Tiens Group

depends, except for the a few occasions, entirely on the mass participants because it seems

that this strategy has stronger effect on the viewer than that of the individual. Statistically

speaking, a collective mass can draw the attention of the viewer more than the individual

can do. In this connection, Tiens Group keeps using images of collective participants as

they attract the attention of the viewer and hence influence his/her standpoint and

propensity. The image act and gaze of all the participants, therefore, ignite the viewer's

whims and desires and make him/her feel an inseparable part of the whole. The direct and

fixed gaze is served as an inspiration mechanism whereby Tiens Group mobilizes the

viewer and sets in motion his/her potentialities of MLM business.

The other medium whereby the participants of the image invite the viewer is the means of the "close-up shot". The latter shot normally displays the head and the shoulders of the participant/s. such medium emphasizes the closeness and the social interaction between the participant/s and the viewer. In this respect, the participant-viewer close social distance concretizes the fusion between the two and stresses their harmonious give-and-take communication. The close-up shot together with the smiling faces of the collectively agglomerated participants play a vital role in establishing a friendly association with the viewer.

By virtue that **Figure 16** reveals everything about the faces of the participants and since it is front angle one, it is conceived as an objective image. The two characteristics are representatives of the real world to which the participants belong, meaning that anyone who aspire to be successful in his business he/she can joins us wholeheartedly. Their combination helps in the activation of the involvement between the participants and the viewer, bridging the gap between the actual distributor and the viewer as a potential one.

Conclusion

The focus on Unicity Group and Tiens group, which belong respectively to USA and China, is not a random choice, but I select these two organizations purposefully for a number of reasons, ranging from comparing the American conceptualization of capitalistic individualism and the Chinese perception of communism and the mass. Such broad view of individualism and communism as opposed marketing and economic ideological systems persist and concretized against the background of images used by Unicity Group and Tiens Group.

The marketing and economic ideological clash between the American MLM company and its Chinese counterpart is promoted through the selection of images that advertise both of them. As it is shown through the analysis of images of Unicity and those of Tiens, it is noticeable that it is rarely when Unicity opts for collective images, while Tiens settles on the opposite propensity, that is to say it focuses on the mass participants rather than on the individual ones. Each company preserves the political ideologies of its nation and preaching the fundamental basis of the success of marketing processes. For example, Unicity Group endeavors to promote the belief in the individual's potentials in achieving success. Tiens, on the contrary, advocates the conviction that strength and success lies in the collective dimension.

Images, therefore, are not innocently presented to the viewer without carrying or standing for a particular ideology, but most of them promote certain beliefs, perceptions and feelings. In this regard, the images usually appeal to the emotional involvement of the viewer or shake his/her intellectual background or question his/her religious faith, or interrogate his/her consumption inclination. Put it differently, the ideological background of the images is an omnipresent operation pertained in the way it is presented to the viewer. Kellner (Ibid) argues that:

> On one level, ideology mobilizes sentiment, affection, and belief to induce consent to certain dominant core assumptions about social life (i.e. such as the value of individualism, freedom, the family, the nation, success, and so on). These core assumptions, the "common sense" of a society, are deployed by groups, whereby, for example, groups and forces in struggle tend to deploy discourses of democracy, freedom, and individualism which they inflect according to their own ideological agendas and purposes.(p.58).

The images, therefore, becomes the background against which the ideological standards of nations are displayed and promoted nationwide and worldwide in order to

warrant their future dominance. As a tool of visual grammar, images, as any other means of discourses, communicate the hidden ideologies of the sender to the receiver. Once again Kellner (Ibid) points out that:

> Such an expansion of the concept of ideology obviously opens the way to the exploration of how images, figures, narratives, and symbolic forms constitute part of the ideological representations of gender, sexuality, race, and class in film and popular culture.(p. 59).

According to Kellner the mechanism of ideology is not entirely confined to the written or spoken form of discourse, but it is extended and widened to encompass any other means of communication chiefly images. In this regard, ideology becomes an ineluctable issue that serves to propagate ideas, views and cultures the objective of which to exercise a control and hegemony over other social groups locally and globally.

15. Discussion of the findings

The general introduction that includes a section titled "research questions and hypothesis broaches three main questions and proposes eight hypotheses. The aim of the thesis is to provide an answer to these questions and at the same to attempt to identify the credibility of the hypotheses based on the analyzed data in the last chapter.

Q 1: What are the mechanisms that MLM companies depend on to influence the individuals?

Q 2: What are the incessant needs that stimulate the Moroccan individuals to seek a means whereby they can earn supplementary income?

Q 3: Do the individuals (distributors) think twice before being engaged in MLM projects?

- **H 1:** Language can be one of the major tools used by MLM companies to communicate their ideologies to the distributors.
- **H 2:** Images, be they still or moving, also play a vital role in establishing a direct link between the sender (MLM) and the receiver (distributors).
- **H 3:** Close contact creates interactional communication among interlocutors.
- **H 4:** The individuals are unemployed and opt for MLM to earn their living.
- **H 5:** The regular income is not sufficient and MLM may be a solution to the increasing financial demands.
- **H 6:** The scope of some individual's ambition is wider and far-reaching and they want to attain the higher ranks of MLM compensations.
- **H 7:** The majority of them are attracted by the blooming future presented by MLM companies
- **H 8:** The distributors do not put forward any risk and do not expect that they may be in trouble afterwards.

The research question 1 together with the three first hypothesis go together and constitute the fundamental principle strategies upon which MLM discourse is established. On the strength that MLM companies' main objective is to persuade as many distributors as possible1 locally and globally, they resort to different communicative mechanisms. Put differently, these companies try any effective means to convince their interlocutors at whatever cost. To achieve this purpose and concretize it, they create well-trained leaders whose task is to identify the needs and the desires of the audience they deal with.

15.1 RQ1- H1, H2, H3

Q 1: What are the mechanisms that MLM companies depend on to influence the individuals?

After studying the market environment of a social group and identify their personal needs, their social context, their financial situations and their cultural background, the

MLM companies propagate their identities among these social groups. Apparently, these companies are ready to cope with any context that seems to disturb the harmony of any individual. For example, if the individual suffers from financial support and moneymaking problems, they present for him/her the easiest way to become a millionaire in no time. They do the same with any case whatsoever.

To concretize this purpose, MLM companies depends on a variety of communicative tools, chiefly discourse be it written (flyers, brochures, booklets) or spoken (especially training meeting and conventions where the leaders have a close contact with the distributors), and images (still and moving ones). In this various context, the participants/distributors find themselves besieged and bombarded from different corners, so they surrender to the impact of MLM discourse in spite of themselves.

Each abovementioned tool of communication carries out a specific message and follow a particular strategy to fulfill its task as adequately as possible. The written discourse (see the flyers analyzed above) follows gradually the steps that individuals may look for and endeavor to achieve. They start by questioning about the actual situations, criticizing it as fruitless and providing an all-promising alternative solution that cannot be actualized except through the help of MLM companies. Secondly, the training meetings and conventions strengthens the bond of solidarity between the leaders (uplines) and the distributors. All the leaders affirm that they start from scratch and that they used to be simple distributors, but in a very short span of time they become well-to-do individuals, enjoying life to the brim. Such claim becomes a triggering stimulus for all the attendees to emulate the leaders of MLM companies. Finally, the images, be they still or moving, as vehicles that externalize the happy and promising future that is waiting for the unemployed individuals together with those who are not happy at all with their low wages.

15.2 RQ2– H4, H5, H6

Q 2: What are the incessant needs that stimulate the Moroccan individuals to seek a means whereby they can earn supplementary income?

Questions 2 revolves around the causes that encourage some Moroccan individuals to opt for MLM companies. The targeted individuals are either those who suffer from joblessness, those who are not happy with salaries or those who seek financial freedom, especially female distributors. Addressing an audience whose majority derives from lower class, the MLM companies are aware of the deplorable financial condition of the distributors and hence they act accordingly. As it is seen in the flyers of both Unicity and Tiens, almost 90% of their content insists on the problem of moneymaking because this is axial and pivotal problem that shake the essence of life of societies. In other words, financial issues constitute the core concern of MLM companies and hence they devote the majority of their strength on this point.

A long the training meetings where I personally contacted different people, I noticed that the majority are jobless women, simple employees and retail shopkeepers while the middle class constitutes the minority. This means that the majority of the audience hardly make a living; therefore, they join MLM companies in the hope of earning an extra income whereby they may ameliorate their lifestyle. The financial support has been the main cause that triggers the Moroccan individuals to be affiliated in the project MLM companies, believing that it is the alternative scheme that will extricate them from their hardships.

In addition to the problem of finding a job that requires no educational degrees, no high budget and no long experience in business dealings, MLM companies open a bright future for those who dream of becoming millionaires. In this manner, these companies

encourages all individuals irrespective of their age, social class and educational background.

15.3 RQ3 – H7, H8

Do the individuals (distributors) think twice before being engaged in MLM projects?

This question, in fact, revolves around the consequences the distributors undergo after either a short or a long experience with MLM companies. This question has to do with my personal involvement in the affair of MLM companies, as I was a distributor in both Unicity and Tiens. I would like to admit that I was not the only person who did not think that I was not on the wrong path, but it was the case of all the distributors.

It was a general agreement among the ex-distributors that MLM discourse is song manipulative and so fabricated that we (distributors) believe blindly in the constructed reality that the leaders presented for us. The distributors accept as true the different means of communication MLM companies provide us with, ranging from the systematically developed flyers, the well-organized speeches of the leaders in training meetings and conventions and the still or moving pictures they show us in videos. How happy we were when the leaders presented before an easy task of to be millionaires in a short span of time, especially when they introduced themselves as tangible and exemplary samples. For instance, I still recall, though regretfully, how Majdi Oubaid from Unicity and Omra Agha from Tiens presented themselves as mere distributors but now they are leaders with considerable assets. In a general training meeting held in Casablanca, when Majdi Oubaid confided his bank assets, the audience almost went mad about that. The amount of money was so high that we could not believe it to be so.

The other point that seems to shake the distributors is the one of their cultural background. Though this point is more apparent in females than males, it has some sort

of effect on the conceptualization and beliefs of the distributors. The idea that the leaders insist on the fact that the MLM companies offer the distributors the opportunity of financial freedom encourages women to think of being independent from the help of their husband, fathers and brothers. It is noticed that all women are really haunted by the idea of financial dependence. If this issue has been partially solved by the recruited women or businesspersons, it has constituted a problem for the majority of females. They feel an inferiority complex towards this question. Considering this point, however, from social point of view, we can see that it constitute a threat to the harmony of the families. It causes endless challenges to some families as it raises some problems such the leadership of the families, expenditures and protection. The result is that some families (3 couples as far as I know) have experienced divorce.

In a nutshell, the more the MLM discourse plays on the distributors' emotions, feelings and thoughts the more they become blind to take any adventurous decisions. The MLM discourse, in fact, keeps happening on the things that the distributors are supposed to suffer from, and at the same time, the leaders contrive a fake and fabricated solution.

The way that the distributors, however, does go unnoticed because the latter show some sort of resistance, though in an introverted way. Feeling that they are duped by a pompous and snobbish discourse, and sensing that the blooming future is no more than an illusionary mirage that cannot be reached, the distributors (more than 300 hundred), at least those who I know, decide to withdraw collectively. Such resolution, whether has it an effect or not, demonstrates that the distributors cannot be fooled out forever and ever and that manipulative discourse has but a momentary impact. The Japanese saying seems to summarize the whole assumption as it goes "Once a wise man, twice a fool", meaning if you do it once, you are a wise person, but if you repeat the same mistake, you are a fool.

Since the objective of the thesis is to outline the role of critical discourse analysis in delineating the mechanisms of the discourse of MLM in an attempt to divulge the parameters of language and sort out the hidden ideologies, the results of the analysis contribute vitally in achieving this purpose. As it is shown in the analysis of the discourse of both Unicity Group and that of Tiens Group, the two companies depend primarily on the use of different mechanisms of language so as to exercise a certain power on the receiver be it a reader or a listener. On the whole, the analysis displays the different linguistic mechanisms that the MLM companies have recourse to in order to meet the wishes and the desires of the distributors and the consumers alike.

In the first place, the most prominent device that is recurrently used is the imperative mode. The frequent use of the imperative plays a vital role in invoking the addressees and at the same, it establishes an immediate emotional relationship between the speakers and the listeners. The latter feels that he/she is partaking the same prospects and the same ambitions with his/her interlocutors, believing thus literally in the fabricated language. The imperative mode, therefore, is deemed to an instrument that fastens firmly the link between the sender and the receiver and leaves no gaps between the two tools of communication.

The second tool that MLM companies resort to is repetition of words, phrases and sometimes-full sentences. Repetition serves mainly the medium of inculcating the benefits the companies that will be bestowed to the distributors and the consumers. The more the speakers repeat a word, a phrase or a sentence the more the receivers' ambitions grow and proliferate along the moment of the presentations. The use of repetition in the discourse of MLM companies creates a sense of stance in the souls and minds of the audience, especially at the moment when the speakers harp on the financial and material profits the distributors will shortly achieve.

Thirdly, the discourse of MLM companies focuses also on the historical background either of the CEOs or on the upline leaders. Being aware that the audience is mainly derived from the lower social class and belonging to a lower intellectual level or with no education at all, the speakers claims that they start their business from scratch. The fact that both the speakers and the listeners share the same social and intellectual backgrounds spurs the audience provocatively to reach one day the financial rank fulfilled by either the CEOs or the upline leaders. In this respect, whether we give the example of Majdi Ubaid or Agha Umra, or on the other hand, the case of Li Jinyuan, Tiens' CEO, or Stewart F. Hughes, Unicity CEO, it is noticeable that all of them presents themselves are socially and intellectually belonging to the same rank as their audiences.

The discourse of both companies under study preaches the notion of consumption and profit making. In this respect, whether we refer to Unicity as an organization that emanates from an American capitalist background, or we deal with Tiens as a company that originates in a Chinese communist context, their discourse revolves on money making per se. The discourse of both companies is replete with hidden ideologies, pertaining to the expansion of their dominance of a larger customer base nationwide and worldwide.

The findings of the dissertation determine also the important role played by Critical Discourse Analysis that is basically used as an approach of the discourse of both Unicity and Tiens. As Fairclough demonstrates, discourse is social phenomenon that reveals the relationship between the sender and the receiver and how the former dominantly controls through language manipulation the latter. In this respect, MLM companies succeed in convincing their audience through both written language (flyers, pamphlets and booklets) and oral language (training meetings, conferences). Be it written or oral, language is conceived to be an influential mechanism whereby the sender manipulates the receiver

through the use of linguistic devices, by appealing to the desires and the needs of the latter.

The other device that contributes largely in enhancing the effect of the discourse of MLM companies in manipulating the audience is the social semiotics, especially in the parameters of what is called "visual grammar". This approach helps in highlighting and displaying that still images play a vital role in manipulating effectively the standpoints of the audience through presenting concrete examples of the positive results produced by the products. The still images determine the choice of the viewer and serves as a linguistic medium that communicates a precise message that encourages and even coaxes the receiver to believe faithfully in the power of the offered products. As it is the case of written and oral discourse, "Visual grammar", therefore, is considered as a means whereby ideologies are transmitted and diffused to the receiver.

. Li Jinyuan

CHAPTER FIVE: GENERAL CONCLUSION

16. General conclusion

16.1 Synopsis of the study

The modern era, especially the last decades of the elapsed century and those of the ongoing one, has witnessed an ample of marketing systems in order to meet the various needs of the national and the international needs. Such multifarious and multifaceted desires cannot be offered fully and adequately by the procedures taken by what is called traditional marketing. The advent of technologies and their rapid advancement, nevertheless, help in marking a radical turning point in the world of economy and monetary mechanisms worldwide. Along these decades, the world has been reduced in space and time "global village", so different marketing systems such as international marketing, global marketing, multi-level marketing, to name but a few, have emerged and become the system in force globally. Each of the abovementioned marketing system depends on some economic parameters to expand locally and globally so as to have some sort of control over the population and gain a large customer base.

MLM constitutes a facet of business that emerged in the mid of the 20th century and spiked in the turning of the 21st one and hence become an omnipresent economic system for multiple companies all over the world, especially USA, Asia, Europe, and Lain America. Unlike the economic parameters of, for example, international and global marketing, MLM establishes a new system based in direct contact between the company and the distributors. Such strategy exempts the company from so many expenditures, such the cost of advertisement, the cost of retail stores, the cost of shipment etc.. In addition to this, MLM companies have a direct contact with both the distributors and consumers.

The unprecedented and incredible expansion of MLM globally (Wilson 1999) makes it an ineluctable phenomenon whose impact has been so great in Moroccan individuals. These companies have known a rapid expansion in scope and nature due to the fact that they promise entrepreneurs to be successful in business regardless of their educational background or their social and financial status.

16.2 Summary of chapters

Chapter I was titled "The literature review" as it attempts to outline and introduce the different aspects of marketing. It runs the gamut of introducing some globally recognized economic systems and the way they operate in order to make easy for the reader to identify the particularities of MLM. This chapter also shed light on the way MLM creates new procedures and strategies to avoid being analogically compared and equated with what is called "pyramid scheme". Despite these modifications, many scholars (Tailor, 2012) affirm that MLM is simply a new version of the pyramid scheme. The scholars refer to the name itself, demonstrating that "multi-level" is an obvious and concrete proof that MLM is basically based on different levels which is taken for a pyramid. They affirm that the only difference between "multi-level" and pyramid lies only in the name and the choice of terms. The other argument they provide is that in pyramid scheme the participants become the products because they simply contribute financially to the asset of the "imagined company" while awaiting for the monthly or annually rewards and compensations. However, one day or another they see that they owe nothing to the company and they lose their money. Conversely, in MLM, the distributors sell products of the company and get rewards afterwards. The problem, however, lies in the fact that the distributors are bombarded by a large quantity of products that they cannot succeed to sell on the due time and hence they lose their money as well. In both cases

(pyramid or multi-level) those who are at the bottom are the losers while those in the top of the pyramid or the top of the level are the losers.

Chapter II is devoted to methodology and theoretical framework. In this chapter, I try to outline the different points and perspectives through the background of which the data will be analyzed. The chapter starts with explaining the concept of discourse and the way it has been conceptualized by a variety of theories, chiefly pragmatics, and sociolinguistics among others, of course. Such point shows that discourse is a complex issue to deal with because it is open to different angles that lead to a multitude of interpretations.

The theoretical framework presents the basis upon which the discourse of Unicity International together with that of Tiens Group is interpreted and explained. In this regard, I limited my analysis to critical discourse analysis and more particularly to the approach broached by Norman Fairclough. The analysis of the data includes written discourse, oral discourse, interviews of focus group and visual pictures. The analyzed written data is selected from the flyers that are given to the distributors by both Unicity and Tiens. The oral discourse is detected from the training meetings and conventions organized by the two companies in Casablanca the objective of which is to establish face-to-face interaction between the distributors (downline) and their leaders(upline).

Furthermore, the theoretical framework highlights the complementary part of the discourse, that is to say the visual grammar. Such section allows me to consider the power produced by the images that are presented to the viewer. In fact, visual grammar serves as a communicative mechanism through which the images of MLM companies endeavor to exercise a certain power on the viewer/receiver. In addition to that, the images transmit hidden ideologies that are intended by the companies in question. Being as such, visual grammar, as an approach, besides making the viewer conceptualize reality as it is

constructed by MLM companies, contributes greatly to the unfolding of the hidden ideologies. Visual grammar, therefore, plays the same role as that of critical discourse since both of them attain the same conclusion.

Chapter III deals with data analysis and the discussion of the findings. The analysis focuses primarily on three main aspects upon which CDA is essentially established: power, hegemony and ideology in attempt to decipher to what extent MLM discourse exercises certain power over Moroccan society and at it propagates certain ideologies that are alien to our society. In addition to that, this chapter displays the effect produced by the MLM discourse on the individuals as it ignites them to affiliate blindly in these companies.

The focus group interviews, however, presents an opportunity for me to juxtapose MLM discourse with that of the individual. The association of the two discourses allows me to draw an analogy at a close distance between the two. In this regard, if MLM discourse is deemed to be a thesis, the one of the focus group is considered as an antithesis in which the desperate distributors display and confirm their reactions towards the hidden ideologies, the manipulative language and lack of experience in this affair.

16.3 Limitations of the study

In this project, the focus falls mainly on analyzing MLM discourse together with that of focus group through Critical discourse analysis. Remaining entirely within the framework of CDA, I sense that I reduce the scope of interest and make the reader see only through the lenses of this theory, while ignoring that van Dijk, Haliday among others. However, I diminish the space of my interest because, first I have already made it clear I will deal mainly with this theory, second the framework of the thesis cannot be extended more than that so as to encompass all the other theories that deal with CDA.

The other limitation that I find myself yielding to its orders is that I deal primarily with qualitative method because CDA is basically a focus on this type of analysis, while ignoring quantitative methods. Adopting faithfully, therefore, CDA theory with all its requirements forces me to drop an essential part of analysis, that is the inclusion of quantitative methods.

The other limitation that seems to be important is the number of MLM companies that are included in the analysis. Hence, out of hundreds of MLM companies, I choose only two as an example for this thesis. The choice, however, is not at random because I would like to compare a capitalist company (Unicity) with that of a communist regime.

The other limitation of this dissertation is that it focuses in the first place on the flyers, the training meetings, focus group interviews, while there are other means are not given any importance, mainly international conferences in Thailand and China. On the other hand, the focus is limited to still image, but the dissertation cannot include moving images. As for the approaches, the discourse of MLM companies analysis revolves primarily on Fairclough's theory while it does not introduce that of van Dijk, Wodack, and Halliday.

16.4 Significance of the study

MLM companies' main concern is the manufacture of either cosmetic products or dietary supplements. These two different types of products, unlike pharmaceuticals chemical-based products, are claimed to natural-based ones. Such a shift from chemical to natural products helps in the creation of a new health culture and medicine. Such a view has been spread worldwide and gives the rise of unlimited MLM companies to develop what is called "Nutraceuticals". These are not basically medicines, but they contribute to make the body immune from any potential disease and illness. This creates

the conceptualization of the culture of having an invulnerable body by taking regularly nutraceuticals that have no side effects as the MLM companies claim.

In this regard, many Moroccan families and individuals keep demanding urgently these products, sensing that it is better to build a resistant body than to cure it after being infected. This leads to the existence of a new culture which is that of consumerism among some Moroccan families. People, therefore, starts going beyond their daily needs thanks to embarking on extra expenditures, especially by responding to the advertisement of MLM companies and other ones. Sometimes consumerism is not controlled by the urgent needs of the individual or the family, but it is ignited by satiating their whimsical desires.

Recommendations

On the whole, the conducted study has entirely taken into account the analysis of the discourse of two multi-level marketing organizations. The analysis is based primarily on Fairclough's critical discourse analysis and at the same time, it tackles the images through the lenses of what termed visual grammar and social semiotics. It seems, however, that a comprehensive analysis of this issue needs future tasks to be accomplished. In this regards, oncoming researchers may fulfill this uphill task by shifting the focus to other aspects of the research by introducing new approaches namely those initiated by van Dijk and Halliday because these two theorists developed other features of the discourse analysis. Such a tendency will open new visions and provide new outlook to the discourse analysis of multi-level marketing together with the images they use in their propaganda.

The future researchers can also direct their analytical focus on the tools of communication used by companies in order to manage their power over their staff. In addition to that, lately MLM companies are opened to e-commerce because the latter too

of communication facilitates establishing a direct link with the consumers nationwide and worldwide. Social media is another instrument that MLM companies depend on to market their products and also reduce the expenditures of advertisement.

Appendixes

Appendix 1 : Figures

Figure :1

Figure 2

Maria D. "I Lost 64 pounds and went from a size 16 to a 6!"	Scott J. "I lost 46 pounds, 34 inches, and 50 percent of my body fat!"

Figure 3

What Slim users are saying…
"Increase in energy"
"Decreased food cravings"
"Less hunger during meals"
"Desire to increase activity"
"Gradual sustained fat loss"
"Better blood-sugar levels"
"Triglyceride improvement"
"Improved cholesterol levels"
"Metabolic Syndrome reversal"
"Better outlook & self esteem"
"With Slim I just feel good!"

Figure 4

Dear Unicity Distributor,
Not long ago, I was where you are today. In the early 1990s,
I began my career as an independent business owner with distribution rights to the original formula of Bios Life.

Bios Life provided me with a business opportunity and lifestyle I only could have dreamed of previously. Now, as Chairman and CEO of Unicity, my mission is still to take the health benefits of Bios Life – and now many additional products – along with the financial rewards of the Unicity Franchise business model to the world.

This Unicity Starter Kit has been developed based on successful business practices and years of experience. Refer to it as you develop your action plan and as you build your Unicity Franchise. Leveraging the experience of your Franchise sponsor, the information contained in this starter kit, and your commitment will result in a Unicity Franchise you will be proud to own.

Welcome and please accept my sincere best wishes for your success!

Stewart F. Hughes

Figure 5

Figure 6

Born in 1958, Mr. Li Jinyuan graduated from Business School of Nankai University with an EMBA Master Degree. He is currently a Senior Economist, chairman of Tiens Group, Tianjin Tianshi College and Tiens Life Science and Technology Research Institute as well as president of Tiens Meijing International Charitable Foundation. He is also a well-known entrepreneur, educator, philanthropist and social activist.

Mr. Li Jinyuan founded Tiens Group Co. Ltd.in 1995 and helped it begin its march into the international market in 1997.Today Tiens Group has become a multinational conglomerate, boasting of industrial capital, trading capital and financial capital. Its businesses cover fields like biotechnology, health management, hotel and tourism industry, educational training, e-commerce and finance investment, etc. With its business reaching over 190 countries, Tiens Group has set up branches in 110 countries & regions and has established strategic alliances with top-rank enterprises and research institutions from many countries. The diversified products developed by Tiens Group, such as health supplements, health care appliances, skincare products, household products, and high-quality fashionable products RichyOne, are creating a high quality of life for nearly 40 million families and bringing health, happiness, beauty and affluence to the world.

Chairman of Tiens Group：LiJinYuan

http://www.tiens.com/en/index.php?m=content&c=index&a=lists&catid=16

Figure 7

Figure 8

Figure 9

Figure 10

MR. PARK, JIN HEE

Royal Crown Diamond

Mr. Jin Hee Park has been at the forefront of the tremendous growth Unicity has experienced in Korea. His partnership with Unicity has not only helped him develop into a passionate leader, but has also allowed him to help thousands of others achieve success as well.

One of the first Unicity distributors to reach the rank of Royal Crown Diamond, his drive has always been to help others. He said, "Success is in our reach. And the little things you do will bring success even closer."

His business continues to grow due to a strong foundation of teamwork, communication, and trust.

Figure 11

MS. PARK, MI JU

Royal Crown Diamond

Ms. Mi Ju Park of Korea knows how to work hard and work smart, and her achievements with Unicity reflect that. Mi Ju quickly worked her way up to Unicity's highest rank of Royal Crown Diamond. Looking back, Mi Ju doesn't believe she could have accomplished as much as she did without her immense drive and dedication to her work.

"Sometimes when people want to achieve a higher rank, they put themselves into a mold that they think will help them advance, but instead they need to expand their efforts and past experiences," she said.

Figure 12

MS. LEE, YOUNG HA

Royal Crown Diamond

Young-Ha understands the necessity of paving her own way, but she also follows the system Unicity has in place. She firmly believes that in order to achieve the rank advancements others have obtained, one has to be willing to go through the same steps. Young-Ha knows that everyone encounters challenges, but she also says that there are no shortcuts in the business.

"Franchise Partners will experience success at different levels and at different times, but when people don't see success at all, it is because they did not accurately follow the system already set in place," she said.
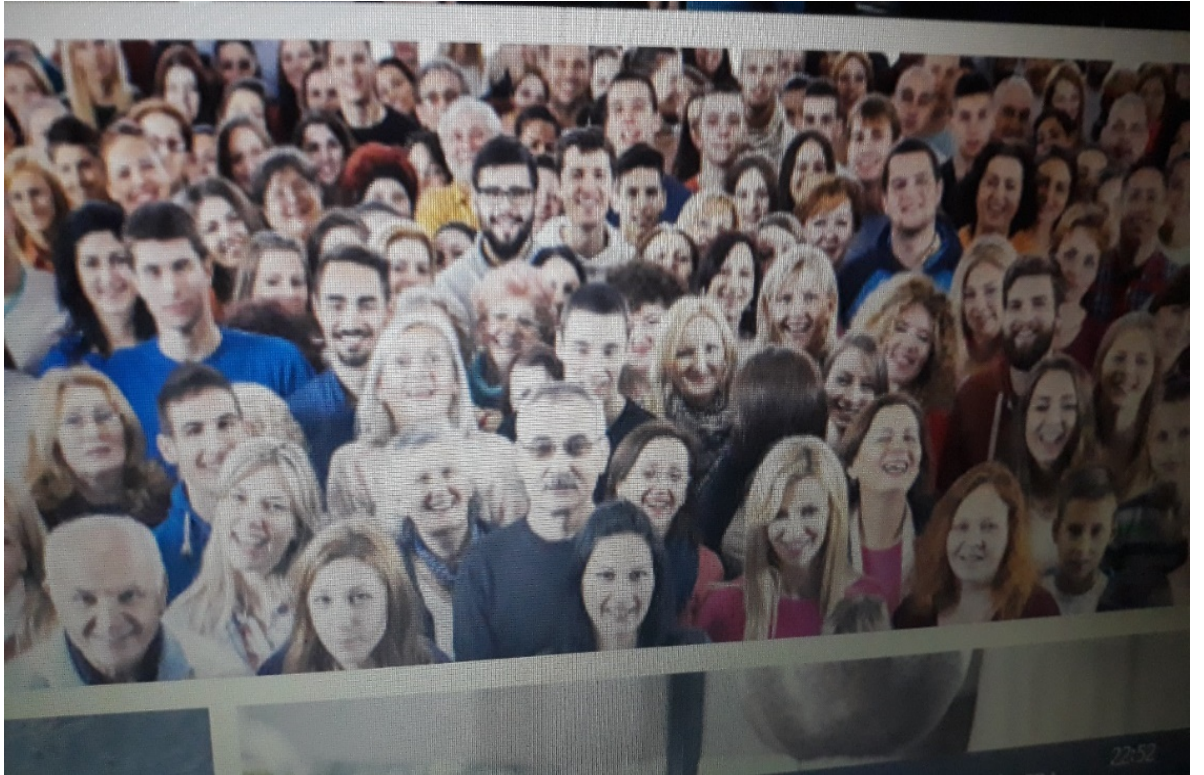
Figure 13

Figure 14

Figure 15

Figure 16

Appendix 2: Discourse

GETTING STARTED RIGHT
6 STEPS TO SUCCESS

4.   START
GET STARTED
✓ **Pick A Starter Pack**
✓ **Lock In Your Spot**
✓ **MANAGER IS BEST**
✓ **Or Work Your Way Up**

5.   USE
**Start Using the Core
Products Right Away!**
✓ **Create Your Own Story**
✓ **Commit to AutoRefill**
✓ **Explore & Try Other Unicity
Products**

6.   SHARE
**SHARE UNICITY'S PRODUCTS &
OPPORTUNITY**
MAKE A LIST ... WHO DO YOU KNOW THAT WANTS OR NEEDS TO ...
✓ **Lose Weight?**
✓ **Regulate Blood Sugar, Cholesterol,
Triglycerides, Digestive System, etc.
naturally & without side effects?**
✓ **Start the day with a quick, tasty, and
nutritious breakfast?**
✓ **Have the energy & mental clarity to
make it through the day without
spikes, crashes, and jitters?**
✓ **Make more money in an honest way
with no risk?**
✓ **Spend more time with their family
without a reduction in income?**
✓ **Have more personal & financial
success than they've been able to
create with their job or profession?**
✓ **Get paid what they deserve instead of
what their job is worth?**

4. BUILD

✓**Start Your 3 Legs to Diamond**
✓**Enroll & Place Your 1st 5 Partners in Your 1st Month**
Watch the Video & Download the Team Building Worksheet at PGDSystem.biz

5. CONNECT
✓**Watch the DMO Training Videos @ PGDSystem.biz**
✓**Monday Night Primetime**
✓**Wednesday Webinar**
✓**Team Training with your upline**
✓**Local Trainings & Events**
✓**Super Saturday Webinars**
✓**Social Media**
✓**Regional, National, & International Events**
✓**Register for Reward Trips so your points will be tracked**

PLUG IN TO THE SUPPORT SYSTEM

6. ADVANCE
MOVE UP THE RANKS
BUILD A SOLID BUSINESS
DUPLICATE

RANK	POINTS	BONUS
DIRECTOR	5.000	$2.000
SR. DIRECTOR	10.000	$3.500
EXEC. DIRECTOR	25.000	$5.000
PRESIDENTIAL DIRECTOR	50.000	$10.000ank
PRESIDENTIAL SAPPHIRE	100.000	$20.000
PRESIDENTIAL RUBY	150.000	$30.000
PRESIDENTIAL DIAMOND	250.000	$50.000
DOUBLE DIAMOND	500.000	$150.000
TRIPLE DIAMOND	1.000.000	$500.000
CROWN DIAMOND	2.000.000	$1.000.000

If you fulfill all the below questions then Tiens WELCOME YOU!!!

7. Do you have to work hard all days to earn a livelihood for yourself and your family?
8. Do you have been working for years but still no reputable Position, no prominent Car, no own House, no good Salary, no own Business?
9. Do you have to listen to your irritating boss daily and can't even take control of your own life in spite of your Boss?
10. Are you Happy or Satisfied with your current position in Market even you have a lot of potentials?
11. Can you fulfill your Dreams of Big Home, Luxury Car, Handsome Income, Own Business, International Traveling, working on this same position within 3-5 years?
12. Do you see yourself doing the same job for the rest of your life or YOU are looking for a better OPPORTUNITY?

If your answer to last question is BETTER OPPORTUNITY then Tiens is for you.
We will help you fulfilling your Dreams, how we helped others Achieving this.(See RoleModels Tab)
We will show you how to develop your own Franchise Business with no investment.
Go through our Business Model and you are all set to contact US.

What you require for this Business?

For this Business, no Higher Education is compulsory, no special capability is demanded and no Professional Experience is required. The only prerequisite is your skills, willingness to work hard and desire to excel. As you do Tianshi Business, there are no virtually risks. You do not have to hold any investment, any inventory and any employees. Tianshi has taken care of all the rest.

Once you join Tianshi as Consultant/Distributor, you will be able to benefit from the vast resources of the company. All the assistance and training will be provided to you. Tianshi is one big and Happy family, spreading all over the world and you may make Great achievements with your partners-downlines together.

Welcome to a Happy Family of Millions across the Globe.

Why TIENS as a Career?

TIENS is serving humanity from last 17 years & its international recognition can be estimated by the following figures.

Tiens Global Achievements:
Working as Registered company over 110 countries, All over the world its business is established in 210 countries. It has 50,000 Franchises all over the world.
"Awards Given by Tiens to its Independent Distributors":(2011 Figures)
Car Awarded: 2,547

Yatch Awarded: 455
Air Plane Awarded: 220
Luxury villas Awarded: 180
Free Tours Awarded: 8,70,000 people
Largest Gathering: 1,00,000 Attends
One & Only Private organization that is the member of UNO.

Tiens Business

As one of the world's fastest growing multinational companies, TIENS offers people from diverse backgrounds flexible working hours, a healthy working environment, and career development opportunities.

Business Opportunity

TIENS offers qualified natural products to global consumers and is dedicated to helping everyone experience a healthy lifestyle.
TIENS products are based on 5,000 years of ancient Chinese culture, and are developed using a philosophy of healthy therapy, merged with the latest innovations and research of diverse fields such as global life sciences, nutrition and health, and medical science.
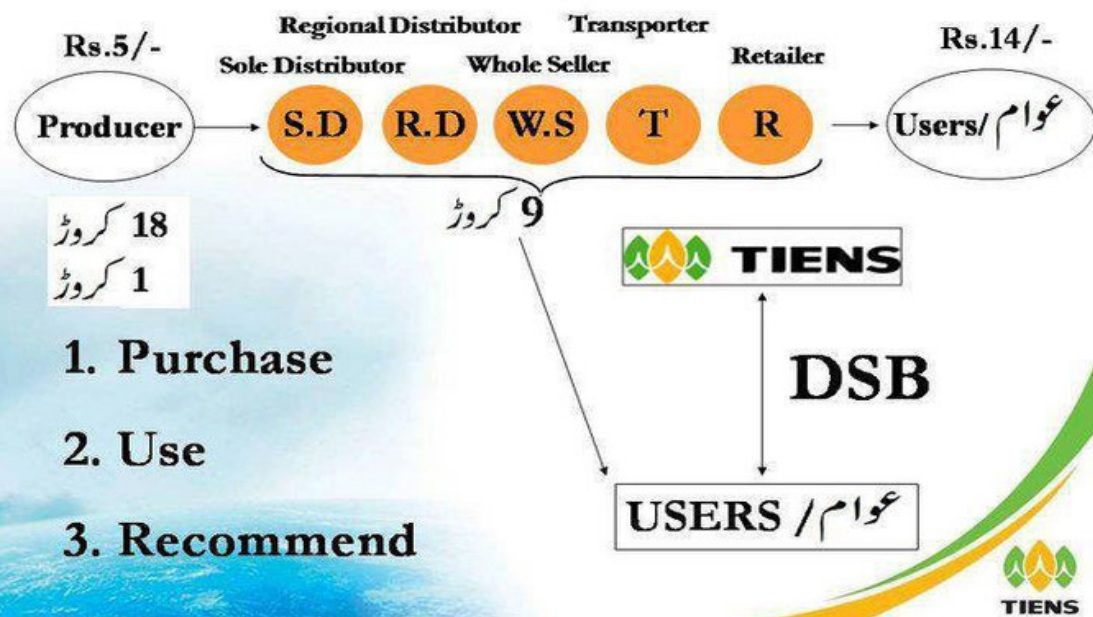TIENS has developed several high-quality and world-class product series including health foods, health care, beauty care and home care.
At TIENS, we draw inspiration from nature and use natural ingredients. Our formulas are based on advanced science and global technology to ensure high-quality products and the perfect combination of "natural" and the "best".
TIENS products capture world trends and share professional conception.

Self Empowerment

Fulfill your personal dreams, create your own unique value, develop a fulfilling career, and enjoy a happy and confident life at work and at home.

Communication at TIENS creates trust; trust fosters affection; and affection creates miracles. Happiness arises from developing and using quality products that help build a quality life.

TIENS offers training programs in many areas based on individuals' career development needs and interests including sales, economics, and public relations.

Enjoy and contribute to the unique TIENS corporate culture, and develop a positive, optimistic, determined and confident attitude.

Choice and change are constants in everyone's life. However, how to choose and how to change are the focuses for one in his or her life goal.

If you are willing to merge your career with TIENS, we will warmly welcome you with our quality products and outstanding service.

For further details,

Check our Facebook Page

or See us on +92-306-3459472

Lahoretiens@gmail.com

TiensPak.jimdo.com

Fulfill your personal dreams, create your own unique value, develop a fulfilling career, and enjoy a happy and confident life at work and at home.

Communication at TIENS creates trust; trust fosters affection; and affection creates miracles. Happiness arises from developing and using quality products that help build a quality life.

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Enjoy and contribute to the unique TIENS corporate culture, and develop a positive, optimistic, determined and confident attitude.

Choice and change are constants in everyone's life. However, how to choose and how to change are the focuses for one in his or her life goal.

If you are willing to merge your career with TIENS, we will warmly welcome you with our quality products and outstanding service.

For further details,

Check our Facebook Page

or See us on +92-306

Lahoretiens@gmail.com

TiensPak.jimdo.com

Life-time Career

TIENS' marketing staff "creates wealth today, realize dreams tomorrow, and realize the value of life the day after."

TIENS provide full time or part time jobs with flexible working hours and flexible work environments for employees with diverse lifestyles and needs.

Challenging salary systems - rewards are based on the results of hard work. The more you work, the more you will be rewarded. This compensation system allows you to improve the quality of living conditions for you and your family.

N.B. The flyer is taken from the following link https://tienspak.jimdofree.com/career-tianshi/

12.1 Introducing the interviewed members

1. **Ex-distributor in Unicity (a woman, a housewife, BA holder) Member 1 (M1)**

2. **Ex-distributor in Tiens (a man, a state employee, BA holder) Member 2 (M2)**

3. **New distributor in Unicity (a man, doing odd jobs, secondary school) Member 3 (M3)**

4. **New distributor in Tiens (a woman, an accountant, Master) Member 4 (M4)**

5. **A Doctor Naturopath (he used to ask for some Unicity products) Member 5 (M5)**

6. **A university teacher (faculty of law and economy, PhD) Member 6 (M6)**

Focus group interviews

(Orientations)

Special thanks to all respondents and interviewees

We would like to express our thanks and deep thanks for accepting the invitation to participate in the National Doctorate (PhD). We also greatly appreciate your contributions to enriching the debate and scientific research.

The objective of this focus group

Through this group, we aim to obtain your opinions, ideas and position on network marketing and nutritional supplements promoted by special companies in this field.

Work Bases

1. We hope you will speak freely

- We want each volunteer to participate in the debate.

- If we notice reluctance or timidity of some participants to speak, we will call them to talk.

2. There are no acceptable and unacceptable answers

- Every answer or opinion is important to us.

- We want each participant to give his/her opinion whether he/she agrees or not agrees with others.

- We hope through the discussion to get as much views and information as possible.

3. What is said inside this room will remain secret.

- We would like every volunteer to express his/her views and ideas spontaneously and reassurance.

4. This discussion will be recorded.

- We will record all that was said in this discussion by the recording machine.

- We will not mention the names of the real participants in this research.

- We will use aliases.

Thank you for your comprehensiveness and participation.

The questions and the statements are the following:

1.   What is your opinion about network marketing?

2.   What do you think about the rapid speed of their spread nationally and internationally?

3.   Network marketing organizations supply the consumers with what is called dietary supplements. Could this conception be included in complementary medicine or alternative medicine or traditional medicine (true science)?

4.   What do you think of the network marketing companies, which have linked happiness with financial freedom or over-richness and health?

5.   What do you think of the so-called leaders-industry project and self-development of network marketers?

6.   What are the reasons behind the Moroccans' involvement in the network-marketing project of direct sales of food supplements?

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CHAPTER ONE

GENERAL INTRODUCTION

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

CHAPTER THREE

METHODOLOGY AND DATA COLLECTION

CHAPTER FOUR

DATA ANALYSIS

CHAPTER FIVE

GENERAL CONCLUSION