

# Institutional Legitimization, Objectivity of Numerals, and Noun Phrases: Cognitive Discourse Analysis of Smoking Cessation Handout 2021

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Article Detail:	Abstract
<p>Received: 26 Jul 2022; Received in revised form: 18 Aug 2022; Accepted: 25 Aug 2022; Available online: 30 Aug 2022</p> <p>©2022 The Author(s). Published by International Journal of English Language, Education and Literature Studies (IJEEL). This is an open access article under the CC BY license (<a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a>).</p> <p><b>Keywords</b>— Smoking cigarette, legitimization, numerals, proximization theory, STA model</p>	<p><i>This study examines the discursive strategies used in Smoking Cessation (2021) as they are expected to contain both the coercive tactics that have been employed to force people to comply in accordance with the government's intentions for combating the diseases caused by tobacco smoking. The STA model, which was proposed as part of proximization theory, is used in this study, which is mostly descriptive in nature (Cap 2013). The specialists and doctor's printed regulations, which are also retrievable through the official of Smoking Cessation (2021) created by the government to give the general public the most recent information on the effects and prevention of Smoking Cessation (2021). Because they represent the officially produced and regulated preventive discourse, which is anticipated to represent governmental plans for combating the disease and the coercive strategies that have been employed to force people to act accordingly. The National Health Service (NHS) could cure tobacco addiction and lessen the cost that tobacco has on life and health. This medical handout was chosen as a sample for this study. The sample consists of 17 pages are available on the official website to highlight the spatial, temporal, axiological proximization as well as numerical techniques used in the healthcare writing. Finally the study ends with conclusions that the National Health Service (NHS) followed different types of strategies in order to cure tobacco addiction and lessen the cost that tobacco has on life and health.</i></p>

## 1. Introduction

One of the biggest threats to worldwide public health is the tobacco pandemic, which claims the lives of more than 8 million people annually. All tobacco products are hazardous, hence there is no safe degree of cigarette exposure. Cigarette smoking is the most widely used technique of tobacco consumption worldwide. Bidis, kreteks, cigars, cigarillos, roll-your-own tobacco, waterpipe tobacco, and a variety of smokeless tobacco products are other

tobacco products. More than 80% of the world's 1.3 billion smokers live in low- and middle-income countries, which are hardest hit by the disease and mortality brought on by tobacco use. Tobacco use leads to poverty by diverting funds from essentials like food and shelter to cigarettes. The economic costs of tobacco use are large and include high medical expenses for treating diseases brought on by tobacco use as well as lost productivity due to morbidity and

mortality induced by tobacco use.  
<https://www.who.int/news-room/fact->

A global public health campaign that is winning over big business by making use of a wide range of measures. The decline of smoking is achieved through a successful global health campaign.<sup>13</sup> A number of factors mattered – all of them clear reminders that good public policy can oppose the interests of big business when it really matters:

By taxing cigarettes very heavily, many governments made cigarettes much more expensive. Reducing the affordability of cigarettes is one of the most important – and cost-effective ways – to reduce smoking and increase public health. ( Roser ,2021:2). However this study answer the following questions :

- a- What is most dominated strategies used in this corpus?
- b- What tempo-spatial motifs are used to conceptualize smoking cessation?
- c- How do the temporal and spatial cognitive themes frame the nature of the disease threat?

## 2. Legitimation

Even though the concept of "legitimization" may seem straightforward, it is actually quite complicated. In Brown and Levinson's (1987) positive politeness methods, legitimization is an illustration because it gives justification for taking particular past, current, or future actions, which in turn lessens the likelihood of Face Threatening Acts. According to Schäffner, it is one of the strategic purposes of political discourse, along with "coercion, resistance, opposition, (...) protest, dissimulation" (1996: 203) and obviously delegitimization. Cap concurs on this point, but he elevates its function by stating that legitimization is not just one of these tactics, but rather "the principal goal of the political speaker seeking justification and support of actions which the speaker manifestly intends to perform [or actions already performed] in the vital interest of the addressee" (2006: 7).

Cap (2005: 12) proposes a much more comprehensive approach to this idea: "legitimization can be defined in terms of a linguistic enactment of the speaker's right to be obeyed". Legitimizing arguments are those that are used in political and (occasionally) non-political discourse to justify the laws and regulations enacted by the governing bodies and to instill in the populace a sense of "moral duty" that causes them to prioritize the decisions that the

group as a whole must adhere to over their own preferences (Scharpf 1998).

## 3. Proximization Theory Revised

The study appears to call for a multidisciplinary approach of Proximization Theory (PT) consisting of Spatial-Temporal - Axiological dimensions. This theory was developed by Cap (2006, 2008, 2010, 2013) and includes conflict and threat as its primary components. PT has been frequently employed in the study of political speech. The term "proximization" is relatively new in the field of linguistics, yet it appears to have both interesting theoretical and empirical implications. The first study to apply the idea of proximating in the examination of the discussion of politics proposed by Chilton (2004) . Cap (2006, 2008, 2010) used the word proximization for the investigation of coercion tactics in the political language of the US anti-terrorist movement, building on Chilton's (2004) work. The discursive technique of "proximization," which means "bringing conceptually near," is used to analyze the discourse that conceptualizes tempo-spatial remote events as negatively approaching the speaker and the putative reader. See figure 1. In this case The cognitive representation of identities in the Discourse Space is examined through proximity theory (DS).

## 4. Numbers

Generally speaking, statistics can be defined as "numerical data relating to an aggregate of individuals; the science of gathering, analyzing, and interpreting such data" (Dodge, 2003, p. 388). One where numerical data is frequently displayed using graphs and charts that organizations publishing various information - demographic, scientific, economic, financial, etc. - refer to. Despite this, it is regarded as crucial when it comes to data collecting and the available methodological steps utilized to transform numerical data into statistical information. Probability tests, mean, median, mode, and range computations, frequency, variance, and other techniques may be used.

Statistics are largely the required ritual of neutrality in the articulation and shaping of scientific discourses. One of the strongest arguments in favor of a position is statistical evidence. The use of rhetorical devices in speech production (Battersby, 2010; Gigenrenzer, 2002. Q2The idea of objectivity is frequently linked to the usage of quantifiable information. Mathematics is the only language that

can objectively explain the universe, and its language means that we can measure over and allude to theoretical objects. This has led to a widespread obsession with viewing the world via quantitative and scientific lenses. Statistics as a legitimate and reliable resource for knowledge on societal trends in general, as (Lugo-Ocando & Faria Brandão 2016) stated.

Within its communication to the public, the media are constantly presenting the general public with a variety of statistics, indices, and comprehensive quantitative data. For that reason, statistical institutions have continuously been required and forced into producing statistical information for almost every report (Higgs, 2013)

## 5. Research Design

According to Cap (2013: 3), "proximization is a discursive strategy of presenting physically and temporally distant events and states of affairs (including "distant," i.e., adversarial, ideological mind-sets) as directly, increasingly and negatively consequential to the speaker and her addressee" in order to justify the actions and policies taken by them to counteract the growing negative impact from "foreign," "alien," "antagonistic," entities. In order to examine the cognitive mechanism and theme behind "smoking cessation, this study examines the data in three different ways: spatial proximization, temporal proximization, , axiological proximization, and the researcher added numbers as another strategy in this study.

## 6. Methodology And Data Analysis

The goal of this study is to go farther and explain the implicit legitimization techniques underlying a non-political sector of speech, namely disease-prevention discourse, or Smoking Cessation discourse. This data 'Essentials of Smoking Cessation (2021) handout" was uploaded from the website. The sample consists of 17 pages documents that were posted between in May 3, 2021, and are available on the official website. (Cap, 2013, p. 295) analytical framework is adopted in this study and the researcher added numeral strategies as additional strategy integrated with Spatio-Temporal Axiological Proximization. This theory is composed of the following six lexico-grammatical categories:

1- ( Noun phrases (NPs) conceptualized as elements of the deictic center (IDCs)

2-NPs conceptualized as elements outside the deictic center (ODCs)

3-Verb phrases (VPs) of motion and directionality conceptualized together as indicators of movement of ODCs towards the deictic center and vice versa

4-VPs of action conceptualized as indicators of contact between ODCs and IDCs

5-NPs expressing abstract notions conceptualized as anticipations of potential contact between ODCs and IDCs

6-NPs expressing abstract notions conceptualized as effects of actual contact between ODCs and IDCs.As shown in the following diagram:

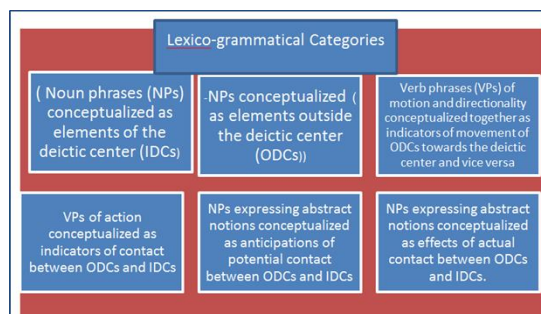


Fig 1 Lexico-grammatical categories (Cap, 2013, p. 295).

The underlying analysis will assist us in examining how this metaphorical depiction of the smoking cigarette as an adversary with a strategy to harm and attack the IDCs is incorporated into the discourse and how it contributes to the mental image of the tobacco smoking.

### 1 - THE SPATIAL PROXIMIZATION

Figure 2 depicts a symbolic strategic operation where in external elements are conceptualized as moving toward the center of DS in order to further social and political agendas (Cap, 2013, p. 47). The DS external entities, often known as the "Outside Deictic Center," are the threat (ODC). These entities are conceived negatively as encroaching on the territory of the IDC entities. The threat as it has been conceptualized therefore has a spatiotemporal component.

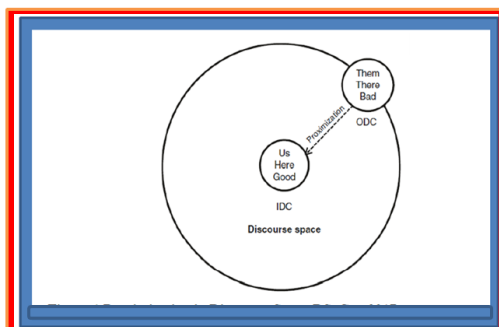


Figure 2 proximization in Discourse Space DS., Cap 2017

Spatial proximization illustrates the actual physical encroachment of the DS external entities upon the DS central entities (speaker, addressee). As displayed in the following table:

Table 1: The spatial proximization framework found in the data

<p>1-Noun phrases (NPs) conceptualized as elements of the <b>deictic center (IDCs)</b></p>	<p>Motivation – essential but seldom enough – only 3-5% success <b>with willpower alone Long term cessation rates with and without Support and Medication.</b></p> <p><b>keys to quitting:</b></p> <ul style="list-style-type: none"> <li>•<b>Motivation</b> – essential but seldom enough – only 3-5% <b>success with willpower alone.</b></li> <li>•<b>Good quality behavioural support.</b></li> <li>• <b>Choice of all available treatments.</b></li> </ul> <p><b>Keys to good quality support in General Practice:</b></p> <ul style="list-style-type: none"> <li>•<b>Communication skills in the context of addiction</b></li> <li>•<b>Good rapport</b></li> <li>•<b>Reflective listening</b></li> <li>•<b>Boosting motivation and self-efficacy</b></li> <li>•<b>Availability</b></li> <li>• <b>Positivity and willingness</b></li> </ul> <p>Trained stop smoking advisers can be:</p> <ul style="list-style-type: none"> <li>•<b>Practice nurses</b></li> <li>•<b>Hospital nurses</b></li> <li>•<b>Healthcare assistants</b></li> <li>•<b>Pharmacists or pharmacy assistants</b></li> <li>•<b>Trained specialist stop smoking advisers</b></li> </ul> <p>Treatment lasts 8–12 weeks <b>with gradual withdrawal</b></p> <p>Breath carbon monoxide (CO) – elevated immediately after smoking but lasts for <b>only a few hours</b>– used to motivate and monitor quit attempts.</p> <p><b>Cotinine - a metabolite of nicotine and present in saliva and urine for up to 1 month after stopping</b>-used for research and insurance medicals.</p> <p><b>Risk of all harmful effects</b> reduce after stopping.</p> <p>Always recommend support. NHS stop smoking advisors are paid the same to support quit attempts with e-cigs as <b>with licensed medications.</b></p> <p>First recommend varenicline (Champix), bupropion (Zyban) and NRT</p>
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	<p><b>with support for cessation</b> – and if smokers won't use these, only then <b>sanction e-cigarettes with support.</b></p> <p>Any smoking maintains <b>the up-regulation of the nicotine receptors and only complete abstinence</b> allows gradual down-regulation (nicotine from NRT allows down-regulation as delivery is less intense).</p> <p><b>Combination use of two or more types</b> is now routine eg patch + a medium/fast product.</p> <p><b>Standard regime</b> is to start taking on the quit date</p> <p><b>On stopping smoking the nicotine</b> is gone in 24-48 hours.</p> <p><b>Biggest preventable cause of death and disease</b> bar none</p>
<p>2-(Noun phrases (NPs) construed as elements <b>outside</b> the deictic center of the DS (ODCs</p>	<p><b>The power of tobacco addiction:</b></p> <ul style="list-style-type: none"> <li>• As or more <b>powerful than heroin and cocaine addiction</b></li> <li>• <b>60% smoke post myocardial infarction</b></li> </ul> <p><b>Addiction levels for those who smoke – 70-95% - so in consultations</b> can assume all smokers are addicted.</p> <p>Any smoking is significantly <b>harmful- the risk</b> is not linear with number of cigarettes smoked.</p> <p>The dopamine is rapidly reabsorbed causing <b>low mood and craving for the next puff.</b></p> <p><b>Coronary heart disease risk of 1 cigarette per day</b> is still 50% that of 20 cigarettes per day.</p> <p>Once created they stay there so smokers become <b>“hard wired”</b> to need tobacco smoke</p> <p>However even long term any smoking up-regulates the receptors so there is <b>a high relapse rate</b></p> <p>For most smokers, smoking can be seen as <b>a chronic relapsing organic brain disease</b>, not a lifestyle choice.</p> <p>Remembering you are almost certainly dealing <b>with an addict you have to appeal to the smoker's rational side of the brain and avoid challenging the addictive side.</b></p> <p><b>“The best way to stop smoking is with support and medication (which make it many times more likely you'll stop than just using willpower).”</b></p> <p>Enhance ability to cope <b>with cravings.</b></p> <p>Treatment lasts 8–12 weeks <b>with gradual withdrawal.</b></p> <p>The most common type of NRT used in combination <b>with faster acting types</b></p> <p>Usually OK to stick <b>with highest dose throughout and stop without weaning to the medium and low dose patches</b></p> <p>Fastest delivery of NRT <b>with effect in a couple of minutes</b></p> <p>There has been <b>confusion and misplaced</b> concern particularly around the use of varenicline in patients <b>with mental health problems</b></p>

	<p>No evidence that patients prescribed varenicline or bupropion had higher rates of fatal or non-fatal self harm or treated depression compared <b>with those on prescribed nicotine replacement therapy.</b></p> <p>Neuropsychiatric safety and efficacy of varenicline, bupropion and nicotine patch in smokers <b>with and without psychiatric disorders: a double-blind randomised placebo controlled clinical trial</b></p> <p>8144 smokers; 4028 no psychiatric diagnosis, 4116 <b>with psychiatric diagnosis.</b></p> <p>First recommend varenicline (Champix), bupropion (Zyban) and NRT <b>with support for cessation – and if smokers won't use these, only then sanction e-cigarettes with support.</b></p> <p>700 patients on antihypertensive <b>with mild hypertension to prevent one death/ year</b></p> <p><b>1140 women being screened with smears</b> over ten years to prevent 1140 deaths from cervical cancer.</p> <p>Smokers <b>with mental health problems die 20-25 years early.</b></p>
<p>3-(Verb phrases (VPs) of motion and directionality construed as <b>markers of movement</b> of ODCs towards the deictic center)</p>	<p>Smokers <b>become</b> “hard wired” to need tobacco smoke.</p> <p>Most smokers <b>start</b> as children, before they are legally allowed to buy cigarettes at 18.</p> <p>85% wish they had never <b>started</b> smoking</p> <p>So it is much better and quicker to give very simple advice on HOW to <b>stop</b> smoking and to miss out the negative aspects.</p> <p>On average they <b>die</b> 10-15 years short of normal life expectancy, usually after years of morbidity.</p> <p>Nicotine <b>gets</b> to brain in 7-10 seconds</p>
<p>4-(Verb phrases (VPs) of action construed as <b>markers of impact</b> of ODCs upon IDCs)</p>	<p>Smokers with mental health problems <b>die</b> 20-25 years early.</p> <p>50% of long term smokers <b>die</b> prematurely from smoking related diseases.</p> <p>According to NICE (2002) stop smoking medications “<b>are considered to be among the most cost effective of all healthcare interventions</b>”</p> <p>Estimates of cost-effectiveness for NRT and bupropion <b>are below</b> £2000 per life year gained and for varenicline it <b>is</b> around £1000.</p> <p>The NICE benchmark for a cost-effective treatment <b>is around</b> £30,000 per life year gained Numbers</p> <p>Most smokers <b>start</b> as children, before they are legally allowed to buy cigarettes at 18.</p>
<p>5-(Noun phrases (NPs) denoting <b>abstract</b> concepts construed as <b>anticipations</b> of impact of ODCs upon IDCs)</p>	<p>Only chewing leads to <b>swallowing nicotine which is then not absorbed and can cause hiccups.</b></p> <p>Inhalator Can cause “<b>scratch</b>” <b>sensation</b> at back of throat which some (but not all) smokers think is pleasant.</p> <p>Nasal Spray:</p> <ul style="list-style-type: none"> <li>•Causes <b>painful burning sensation</b> in sinuses and <b>sore eye for a few minutes</b> when first taken tolerance develops after a few times.</li> </ul> <p>Biggest preventable cause of <b>death and disease bar none</b></p>

<p>(Noun phrases (NPs) denoting abstract concepts construed as <b>effects</b> of impact of ODCs upon IDCs)</p>	<p>Nicotine gets to brain in 7-10 seconds. The power of tobacco addiction as or more powerful than <b>heroin and cocaine addiction</b>. <b>Coronary heart disease risk</b> of 1 cigarette per day is still 50% that of 20 cigarettes per day.</p>
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Analysis of the data indicates that all the categories of people who could potentially be affected by the smoking cigarettes in question are included in the first category, which is representative of the elements inside the deictic center of the discourse space. This group comprises components as diverse as both the elements that symbolize various groups of people battling the smoking cigarettes in various contexts, as well as the world or general public that portrays the smoking cigarettes as some sort of alien entity, posing a threat to all of humanity.

- **keys to quitting:**
- **Motivation** – essential but seldom enough – only 3-5% **success with willpower alone**.
- **Good quality behavioural support.**
- **Choice of all available treatments.**
- **Keys to good quality support in General Practice:**
- **Communication skills in the context of addiction**
- **Good rapport**

The second category of this theory mainly consists of several NPs used to allude to the diseases brought on by the smoking cigarette as an alien aggressor. These elements reflect entities beyond the deictic center in the discourse space and pose potential harm for the IDCs. Through the use of some grammatical metaphors, the smoking cigarette is depicted as an active agent that is capable of harming the IDCs. Such a picture has been made possible by the employment of verbs that demand an active agent as their subject.

**The power of tobacco addiction:**

- *As or more powerful than heroin and cocaine addiction*
- **60% smoke post myocardial infarction**

**Addiction levels for those who smoke – 70-95% - so in consultations can assume all smokers are addicted.**

*Any smoking is significantly harmful- the risk is not linear with number of cigarettes smoked.*

The third category of the spatial proximization includes the linguistic items that mark the

emblematic movement of ODC to the center of the DS, i.e. it is a verb-phrase category, such as:

- *Smokers **become** “hard wired” ....*
- *Most smokers **start** as children, before they are legally ....*
- *85% wish they had never **started** smoking*
- *is much better and quicker to give very simple advice on **HOW** to **stop** smoking and ...*
- *On average they **die** 10-15 years short of normal life expectancy, usually after years of morbidity.*
- *Nicotine **gets** to brain in 7-10 seconds*

Another strategies of the language devices in the analyzed text utilized by tobacco control professionals and general practitioners is verb phrases, as in the following examples in order to help patients quit smoking and other tobacco

- *Smokers with mental health problems **die** 20-25 years early.*
- *50% of long term smokers **die** prematurely from smoking related diseases.*
- *According to NICE (2002) stop smoking medications “**are considered to be among the most cost effective of all healthcare interventions**”*

**2-TEMPORAL PROXIMIZATION**

Cap (2013) claims that temporal proximization is a symbolic "compression" of the time axis that conflates time frames and instantiates two conceptual shifts simultaneously: the past-to-present shift and the future-to-present shift (p. 85–86). The past-to-present instantiations analogically confirm that the ODC entities' past behaviors and actions informed the addressee's current threatening situation. Regarding the future-to-present shift, it assumes that the activities of ODC in the near future will immediately result from the current situation, calling for quick response, as illustrated in the following table:

Table 2 Temporal proximization in found in the corpus

Category	Samples from the handout
Discourse forms involving contrastive use of the simple <b>past and the present perfect</b> construing threatening future extending infinitely from a past instant	There <b>has been</b> confusion and misplaced concern particularly around the use of varenicline in patients with mental health problems. Two major studies <b>have addressed</b> this issue: Also colouring and flavouring – there <b>have been</b> reactions to these.
Verb phrases (VPs) involving <b>modal auxiliaries</b> construing conditions for ODC impact as existing continually between the now and the infinite future`	The patient is able to make an informed decision on the treatment they will use so their motivation to use it <b>will increase</b> If they go back to smoking (realistically >70% chance of this with each attempt) they <b>will</b> be aware that there are lots of alternatives and they will be more likely to engage in a supported quit again. Overall risk <b>may</b> never go to baseline or at best takes 15 years. Warn before prescribing that it <b>may</b> , but more likely <b>will not</b> (70%), happen. Smokers <b>can</b> inhale several times the amount of smoke from any cigarette depending on how they smoke it. This is called compensatory smoking.. Addiction levels for those who smoke – 70-95% - so in consultations can assume all smokers are addicted. Brief advice <b>should</b> not become a cessation consultation unless you have extra time as it takes too long to do it properly Conclusion: “These findings <b>should be</b> reassuring for users and prescribers of smoking cessation medicines” “Since all motivated quitters <b>should</b> be given the optimum chance of success in any given quit attempt, nicotine replacement therapy (NRT), Champix (varenicline) and Zyban (bupropion) <b>should</b> all be made widely available in combination with intensive behavioural support as first-line treatments (where clinically appropriate)”
Discourse forms involving parallel <b>contrastive construals</b> of oppositional and privileged futures extending from the now	Motivation – essential <b>but</b> seldom enough. Breath carbon monoxide (CO) – elevated immediately after smoking <b>but</b> lasts for only a few hours – used to motivate and monitor quit attempts. <b>However</b> even long term any smoking up-regulates the receptors so there is a high relapse rate 80% don't stop during pregnancy ( <b>although</b> 80% say they do –in denial).

Temporal proximization as another strategy used in this corpus can be exemplified by using the present perfect tense, as in the following examples:

- *There **has been** confusion and misplaced concern particularly around the use of varenicline in patients with mental health problems. Two major studies **have addressed** this issue:*

- *Also colouring and flavouring – there **have been** reactions to these.*
- *VPs with modal verbs like **may, will, can should, would**, are also used in healthcare discourse to express the write's points of view .*
- *1-The patient is able to make an informed decision on the treatment they will use so their motivation to use it **will increase***



- *If they go back to smoking (realistically >70% chance of this with each attempt) they **will** be aware that there are lots of alternatives and they will be more likely to engage in a supported quit again.*
- *Overall risk **may** never go to baseline or at best takes 15 years*
- *Warn before prescribing that it **may**, but more likely **will not** (70%), happen*
- *Smokers **can** inhale several times the amount of smoke from any cigarette depending on how they smoke it. This is called compensatory smoking..*
- *Conclusion: “These findings **should be** reassuring for users and prescribers of smoking cessation medicines”*

specialist and doctors points of views on smoking tobacco

- *Motivation – essential **but** seldom enough.*
- *Breath carbon monoxide (CO) – elevated immediately after smoking **but** lasts for only a few hours –*
- ***However** even long term any smoking up-regulates the receptors so there is a high relapse rate*
- *80% don’t stop during pregnancy (**although** 80% say they do –in denial).*

### 3-Axiological Proximization

A conceptualization of an ideological conflict between the "home values" of the DS core entities (IDCs) and the alien and antagonistic (ODC) values is "axiological proximization" (Cap, 2013, p. 295).The

Contrastive parallel structures like although , but, however , although are also important to show the

Table 3 Axiological Proximization found in the corpus

Category	Key words
Noun phrases (NPs) construed as IDC <b>positive values</b> or value sets (ideologies)	Benefits of stopping smoking: Risk of all harmful effects reduce after stopping, MI risk falls 50% in one year, Overall risk may never go to baseline or at best takes 15 years. Motivation – , success with willpower alone Good quality, behavioural support Choice of all available treatments
Noun phrases (NPs) construed as ODC <b>negative values</b> or value sets (ideologies)	Boredom, Social Stress NICOTINE DDICTION LEVEL Any smoking is significantly harmful Gastrointestinal, nausea, constipation ,Irritability, Headache Fatigue, drowsiness, insomnia, Cough, nasal drip Dizziness, Mouth ulcers, Poor concentration, Chest discomfort ,Anxiety, Nagging Nothing new – heard it all before. Encourages conflict and denial. Frustrating for doctor and patient Consultation takes longer Puts you off giving advice at all.

### Negative adjectives

The study shows that negative words are used excessively to indicate the danger of cigarette smoking:

*Why smoke? • Boredom • Social • Stress • Habit • Weight control • Taste • BUT ABOVE ALL NICOTINE ADDICTION*

*Withdrawal Symptoms:*

*Physical: Mental:*

*Gastrointestinal – nausea, constipation etc*

*Irritability*

*Headache Fatigue, drowsiness, insomnia*

*Cough, nasal drip Dizziness*

*Mouth ulcers Poor concentration*

*Chest discomfort Anxiety*

*Hunger / weight gain Depression*

*Suicidal thoughts*

*Most common GP brief advice to smokers is to stop, but the problems are that it is:*

- Negative
- Nagging
- Nothing new – heard it all before.
- Encourages conflict and denial.
- Frustrating for doctor and patient
- Consultation takes longer
- Puts you off giving advice at all.

**Positive adjectives**

*Benefits of stopping smoking:*

- Risk of all harmful effects reduce after stopping
- o MI risk falls 50% in one year
- o Overall risk may never go to baseline or at best takes 15 years.

*Benefits of VBA:*

- Brief! (<30 seconds or it won't be used)
- Records smoking status (to trigger future VBA as 70%+ relapse rate)

•*Opportunistic (suitable for almost any consultation)*

•*Positive (or you put them off trying)*

•*Not confrontational or nagging (not telling them to stop)*

•*Informative (saying how to stop)*

•*Engaging (new information)*

•*Evidence-based*

•*Satisfies QOF*

•*NOT a smoking cessation consult (that's for next time)*

The ideological tension between the t IDCs and ODCs is evident in connection to the negative and positive values attached to each, as was already mentioned. Or Axiomatic frameworks' first two kinds are reflective. This is an ideological conflict. NPs like *Headache Fatigue, drowsiness, insomnia, Cough, nasal drip Dizziness, Mouth ulcers Poor concentration* as a representation of ODC ideologies such as *disease prevention, smoking cessation advice, and safeguarding priceless lives*. The two stand in stark contrast to one another. It's all too simple to consider the likelihood that ODC's philosophy could develop into physical dangers. Reification of negative ODC values, or risk and its reification in IDC space.

**4-NUMERAL**

The frequent use of numbers in medical discourse can be seen as another legitimization-driven technique, similar to proximization methods. We had no issues with the institutionalization of scientific discourse. We inferred two strategies from these: the use of reasoning to establish the relationship between numbers that represent the "reality" of the disease and the proposed policy. These strategies were referred to as *rationalization* (Demortain, 2019, p. 974).

Analysis of this data has proven the importance of digital numbers in medical discourse, as illustrated in the following table:

**Table 4 Numerals found in the corpus**

<b>Cardinal numbers</b>	Various types, all of <b>three</b> strengths. Also colouring and flavouring – <b>there</b> have been reactions to these. <b>20–30 times</b> safer than smoking in short term. <b>250+</b> are toxic. <b>60+</b> are carcinogenic.
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	Up to <b>64</b> sprays per day don't stop early, continue for <b>8-12</b> weeks
<b>Numbers of time</b>	<p>Venous drugs take <b>30-40 seconds</b> to get to the brain. Dilution and first-pass mechanism through liver make them less addictive.</p> <p>However it is <b>8-12 weeks</b> before the nicotine receptors down regulate (hence most smoking cessation treatments and support last <b>8-12 weeks</b>).</p> <p>Chew (till soft) – park (for a few mins until the taste fades) in buccal sulcus and then chew and park again. <b>20-30 mins</b> per piece of gum.</p> <p>Oral tablet 150mg od for <b>6 days</b> followed by 150mg bd for the rest of the <b>8-12 week</b> course.</p> <p>150mg bd for <b>3 months</b> for smoking cessation.</p> <p>Oral tablet 0.5mg od for <b>3 days</b> followed by 0.5mg bd for <b>4 days</b> followed by 1mg bd for the rest of the <b>12-24 week</b> course</p>
<b>percentage</b>	<p>Addiction levels of all those who drink alcohol – <b>10-15%</b> Addiction levels for those who smoke – <b>70-95%</b> - so in consultations can assume all smokers are addicted.</p> <p><b>60%</b> smoke post myocardial infarction</p> <p><b>50%</b> smoke after laryngectomy .</p> <p><b>50%</b> smoke after pneumonectomy .</p> <p><b>80%</b> don't stop during pregnancy (although <b>80%</b> say they do –in denial)</p> <p>Quit attempts each year. Of all smokers:</p> <p><b>85%</b> wish they had never started smoking</p> <p><b>70%</b> want to stop</p> <p><b>30%+</b> try to stop each year</p> <p><b>3-5%</b> stop long term (because most use willpower alone which is usually not enough)</p>
<b>Numbers with measurements</b>	<p><b>2mg and 4mg</b></p> <p>Gum: <b>2mg, 4mg and 6mg</b></p> <p>Mini-lozenges: <b>1.5mg, 2mg and 4mg</b></p> <p><b>10mg</b> disposable cartridges in plastic dispensers a bit like a cigarette.</p> <p>Oral strips: <b>2.5mg</b></p> <p>Oral tablet <b>150mg</b> od for 6 days followed by <b>150mg</b> bd for the rest of the 8-12 week course</p> <p><b>150mg</b> bd for 3 months for smoking cessation</p>
<b>Decimal numbers</b>	<p>Smoking cessation treatment and the risk of depression, suicide and self harm in the Clinical Practice Research Datalink: prospective cohort study. Thomas et al BMJ Oct 2013</p> <p>349 English General Practices, Sept 2006- Oct 2011</p> <p>349 English General Practices, Sept 2006- Oct 2011</p>

	<p><b>119, 546</b> adult smokers</p> <p><b>81,545</b> NRT</p> <p><b>6,741</b> bupropion</p> <p><b>31,260</b> varenicline</p>
<b>Large numbers</b>	<p>Largest ever treatment study in smoking cessation</p> <p><b>8144</b> smokers; <b>4028</b> no psychiatric diagnosis, <b>4116</b> with psychiatric diagnosis.</p> <p>16 countries, 6 continents, Nov 2011- Jan 2015</p> <p><b>2037</b> varenicline, <b>2034</b> bupropion, <b>2038</b> NRT, <b>2035</b> placebo.</p> <p><b>700</b> patients on antihypertensives with mild hypertension to prevent one death/year</p> <p><b>1140</b> women being screened with smears over ten years to prevent</p> <p><b>1140</b> deaths from cervical cancer &gt;<b>4000</b> prescriptions for antibiotics for sore throat to prevent one case of quinsy.</p>
<b>Numbers with money</b>	<p>Estimates of cost-effectiveness for NRT and bupropion are below <b>£2000</b> per life year gained</p> <p>and for varenicline it is around <b>£1000</b>.</p> <p>The NICE benchmark for a cost-effective treatment is around <b>£30,000</b> per life year gained</p>

Van Dijk (1997, 2019) has discussed what he refers to as the "numbers game." Right-wing politicians and publications promote the idea that there are "thousands" flooding into the nation of immigrants or refugees (see also Goodman and Kirkwood, 2019; Pérez-Paredes et al., 2017). Newspapers and politicians will frequently employ large, round numbers. They also employ what we would term non-numerical number words in order to arouse these anxieties. Specialist and doctors in this data also use this strategy to warn people and show them the serious impact of smoking by giving death statistics, medical studies, health reports, giving evidence and death cases, the researcher has found different types of numbers like cardinal numbers, decimals, percentages, measurements employed in this data, notice the following examples:

*Various types, (all of three strengths - just take off at night is get insomnia)*

*E-cigarettes:*

- Also colouring and flavouring – there have been reactions to these.
- 20–30 times safer than smoking in short term
- 250+ are toxic
- 60+ are carcinogenic
- Smoking is like an arterial hit. Nicotine gets to brain in 7-10 seconds so is more addictive.

- 1.5mg, 2mg and 4mg
- Gum:
- 2mg, 4mg and 6mg
- 2mg and 4mg
- Venous drugs take 30-40 seconds to get to the brain. Dilution and first-pass mechanism through liver make them less addictive.
- However it is 8-12 weeks before the nicotine receptors down regulate (hence most smoking)
- 24-16 hour types available as some get insomnia if used overnight (fine to use the 24 hour ones)
- Place in buccal sulcus until completely dissolved which takes **20-30 mins** with occasional sucking.
- park again. 20-30 mins per piece of gum.
- Addiction levels of all those who drink alcohol – 10-15%
- Addiction levels for those who smoke – 70-95% - so in consultations can assume all smokers are addicted. 1
- 60% smoke post myocardial infarction
- 50% smoke after laryngectomy
- 50% smoke after pneumonectomy •
- 85% wish they had never started smoking
- 70% want to stop
- 30% try to stop each year

- 3-5% stop long term (because most use willpower alone which is usually not enough)
- 199,546 adult smokers
- 81,545 NRT
- 6,741 bupropion
- 31,260 varenicline

Results: No evidence that patients prescribed varenicline or bupropion had higher rates of fatal

- 8144 smokers; 4028 no psychiatric diagnosis, 4116 with psychiatric diagnosis
- 16 countries, 6 continents, Nov 2011- Jan 2015
- 2037 varenicline, 2034 bupropion, 2038 NRT, 2035 placebo

### Numbers with money

•Estimates of cost-effectiveness for NRT and bupropion are below £2000 per life year gained and for varenicline it is around £1000.

•The NICE benchmark for a cost-effective treatment is around £30,000 per life year gained

### Large numbers

- 107 patients on statins for primary preventions to prevent one death in 5 years
- 700 patients on antihypertensive with mild hypertension to prevent one death/ year
- 1140 women being screened with smears over ten years to prevent
- 1140 deaths from cervical cancer >4000 prescriptions for antibiotics for sore throat to prevent one case of quinsy.

## 7. Conclusion

The research's conclusions have revealed the following:

The proximization method is prevalent in smoking cigarette discourse related to dangers of diseases and nicotine addiction, according to a critical analysis of lexico-grammatical choices made in that discourse. Thus, it may be assumed that the discourse on awareness and prevention is dense with proximization techniques, smoking cigarette, is viewed as the alien/Other while the general public, including people and their families, and the general public, are viewed as the home/Self entities. In this particular instance of healthcare discourse. Despite being nonhuman, the smoking cigarette is nonetheless given agency, seen as a thing that can act

and is also portrayed as something that wants to endanger the IDCs. The PT approach has been used in conjunction with the fundamental construal procedures of schematization, categorization, metaphor, point of view, and deixis, which enable the creation of spatial perspectives and their metaphorically extended temporal and epistemic viewpoints. The study showed the excessive use of noun phrases to show that all the strategies have been used in health care prevention of tobacco smoking.

The verbal exponents of motion, action, and force of the threat in issue, as well as noun phrases that indicate the entity inside and entities outside the deictic center, are the primary triggers for the spatial viewpoint, which involves mental representations of "home" and "threat." The tense and aspect of VPs, temporal adverbials, and PrepPs, as well as the epistemicity markers mental state predicates, modals/semimodals, adverbials, and modal adjectives, provide additional support for this depiction. Last but not least, by employing various types of noun phrases and numerals as an objectification of the investigation, the study has demonstrated the significance of numerical and statistical tactics in prevention medical discourse. Doctors and specialists have used medical studies, reports, costs, severe cases, and death rates as a type of ideology to caution smokers. Noun phrases and numerals were found to be the more and the effective discursive strategies used in this study.

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