

Also, the concept of conflict leads us to another no less complicated one that is power (Wodak & Meyer, 2009). Allocative resources come from the control of material goods or the material world" (Allan, 2007, p. 390). It is also worthy of mention that although the exertion of power is taken for granted for dominant discourses, it is claimed that power is also exerted via resistance of power, "Resistance and exertion are each a part of power" (Williams, 2011, p. 89) as well as hegemony, "Power may be exerted explicitly through domination or force, or more subtly through hegemony" (Williams, 2011, p. 89). However, not to judge all of them within a negative sense simply because "society would not function if there was no order, no control, no checks and balances, without the many legitimate relationships of power" (van Dijk, 2008, p. 17). In short, CDA understands its aim as an emancipatory one not against power exertion but against power abuse defined as "the violation of fundamental norms and values in the interest of those in power and against the interest of others" (van Dijk, 2008, p. 18).