

BOMBARDIER VS BOEING: DAVID VS GOLIATH

Introduction

This essay will try to answer the question - is the frame of David and Goliath used by three major news organisations in the Bombardier and Boeing case, and if so who is David and who is Goliath, and what does that mean, who holds the power and who controls the discourse. To answer this, I will be using a brief literature review, where I shall assess epistemology, framing, discourse analyses, metaphor, power, the David and Goliath metaphor/frame/power divide, and the importance of this research. I will then turn to a brief methodology where I shall discuss sampling and analysis. This paper will then turn to the findings and discussions of the three articles before concluding.

Literary Review/Theoretical Framework

Epistemology¹

When we discuss our epistemology, we must understand that all the information we uncover in research is coloured, informed and seen through the interpretive lens of our worldview. When we come with a rational and objective frame of mind or epistemology to our research, we also come with an interpretivist epistemology. Arguably we come today as cynical post-modernists, with a distrust of all evidence; a cynicism to interpretivism, and a denial that rationalism really can be completely rational.

¹ *For Further Epistemological Discussion see Appendix 4: Epistemology*

In acknowledging this, we must build a frame of reference or worldview unique to our scenario and our research, to allow us to see the evidence and interpret it in a way that is honest and negates as much of our personal worldview as possible, whilst acknowledging the impossibility of its entire removal or irradiation from our approach to acquiring knowledge. What follows is a literary review, and the 'theoretical' worldview from which we approach, knowledge acquisition, such as our conceptions of 'framing', 'discourse', 'metaphor', 'power' and in the case of this research, 'David and Goliath'. Concluding with a brief comment on the importance of this research.

Framing Theory

Framing Theory connected to agenda setting theory, priming theory and is a sub-set of Media Theories. (Bailey, Richard., 'Media Relations', 2014, p. 244; Smith, Ronald D. 'Chapter 3: Persuasive and Ethical Communication', 2012a, p. 44). Agenda Setting is news organisations "telling us what to think about" (Bailey, 2014) the associations of specific companies with specific ideas - Apple and innovation etc. It is who, and what appears as items of news. Framing, however, is less about who and what, and more about how and why they appear. Why is this news important to the viewers and readers, is to ask how this one is chosen? It is chosen, because it gives, a personalised, localized and individual-relevance. To quote from Bailey, "If agenda setting theory describes which stories appear in the news, framing is about how they are presented." (Bailey, 2014). In the words of Ronald Smith, "If agenda setting deals with what people think about, priming reminds them what they already know about the topic, and framing deals with how they think about the topic". (Smith, 2012a) Essentially "...news media create[s] a framework for how audiences think about topics". (Smith, Ronald D. 'Glossary', 2012b).

Discourse Analysis

The study of Discourse Analysis, is explained well by Paltridge:

“Discourse analysis examines patterns of language across texts... considers the relationship between language and the social and cultural contexts in which it is used. Discourse analysis also considers the ways that the use of language presents different views of the world and different understandings...It also considers how views of the world, and identities, are constructed through the use of discourse”. (Paltridge, Brian., ‘10. Doing Discourse Analysis’, 2012b).

This paper analyses texts, methodologically this is critical discourse analysis.

Metaphor²

We suggest ‘David and Goliath’ as a motif is a frame by which we interpret situations. It is also a metaphor, which is important in both discourse analysis, as well as in communications. We use metaphors to suggest something is a David and Goliath story, without even using the phrase ‘David and Goliath’. We may use phrases to point out a player in a story plays a specific role - such as underdog (for David) or giant (for Goliath), and in the sense of business and organisations we may use innovative (David) or old and corporate machine (Goliath).

Metaphors help us communicate understanding, help convey a whole story without long narratives. An example of a metaphor then is to say, “I had to climb a Goliath of a mountain, to get to the restaurant” - which suggests a large (giant) mountain, probably steep and a ‘difficult climb’ (perhaps because of the path being slippery, uneven, rocky etc). We understand these are ‘metaphors’ - but by use of a metaphor I described myself in the particular role, David-like against a Goliath-like mountain.

² For more discussion on metaphors that underpinned this research please see Appendix V: Metaphors.

We often, in the use of metaphor reduce to good vs bad, light vs dark, and pit powerlessness against power, where power loses to weakness, essentially storytelling. Real power does not appear to work that way, but do narratives about it?

Power

For a wider discussion on Power one can turn to Simon Cottle's edited work '*News, Public Relations and Power*' (2004), specific chapters of interest are his Introduction where he 'maps the field' (pp. 3-24); John Langer's chapter 'Tabloid television and news culture: access and representation' (pp. 135-152); and Cottle's own chapter on 'TV journalism and deliberate democracy: mediating communicative action' (pp. 153-170).³

One way of convincing publics is framing media narratives in such a way as to describe competitors as insurmountable corporate giants, dominating and domineering markets, the David and Goliath frame.

David and Goliath

Attempting to establish a metaphor-frame, of a David and Goliath story and if it is being communicated by news organisations. David and Goliath is a biblical story from the 1st book of Samuel chapter 17. This story may not be what we thought it was, according to Malcolm Gladwell's book: 'David and Goliath: Underdogs, Misfits, and the Art of Battling Giants' (2013a) and his TEDSalon Talk 'The Untold Story of

³ For more narrowly defined discussion please see *Appendix VI: Power*

David and Goliath' (2013b) which turns conventional understanding of the story upside down, without discounting the original. ⁴

Going into the research I expect to find that the source of Boeing and/or Bombardier's 'strengths' are also related to their weaknesses, essentially to say I expect to see them both as David and both as Goliath, but probably not in the same areas.

Methodology

Sample

Sampling necessarily relied upon the dates of the case in question, the choice of dates include 28th April 2016, which was when Delta and Bombardier Aerospace first announced their agreement; the 27th April 2017 when Boeing filed their petition with the US Trade Commission; 9th June 2017 when the Trade Commission's findings stated that the US Industry could be threatened by the Bombardier 'dumping' of the planes on the US market; or the 26th September 2017 when the US Department of Commerce placed a levy of 300% (2 20% deposit and 80% preliminary anti-dumping duty) on the Delta-Bombardier deal. Other dates we could not, for logistical reasons consider, were 19th December 2017 (when the final determination of the US Department of Commerce will be announced) and the 1st February 2018 when the tariffs will be imposed. There are obvious reasons to neglect the first date of 28th April 2016, primarily because Boeing was not involved at this stage. This leaves 3 plausible dates, April 27th, June 9th and September 26th of 2017.

⁴ For more details about Michael Gladwell's thoughts please see Appendix VII: David and Goliath.

Rejecting any dates could be problematic, a full sample should include articles from all three dates. However, not all the facts were known on April 27th or June 9th. It seems 26th September 2017 would be the best date from which to sample, simply because there has been more time for the Public Relations officers at Boeing and Bombardier to present their stories and more time for the journalists to understand the ins-and-outs of the case and to write more in-depth pieces.

Now we have our date we must choose our news sources, and how we will choose our sample from amongst them. The Canadian Broadcasting Corporation presents its standards (CBC, *Journalistic Standards and Practice*, n.d.) and lists its core values as Accuracy, Fairness, Balance, Impartiality and Integrity. Having said this, Bombardier is a Canadian Company, and Boeing is a US based company, so in choosing them we are choosing an organisation claiming impartiality, and yet a fellow Canadian company. Likewise, the American broadcaster Cable News Network (C.N.N.) likewise claims Journalistic Integrity and accuracy, as well as stating that "CNN does not try to appeal to a specific point of view or political constituency." (Impartiality) and "In their news coverage, they strive to present the whole story, fairly and completely, so that readers and viewers may come to their own conclusions." (Fairness); and "And in their presentation of opinion and analysis, they strive to represent a range of viewpoints." (Balance), (TimeWarner.com, *Journalistic Integrity*, November 2016) suggesting they also subscribe to the same kind-of-journalistic integrity as CBC. Our third News corporation is, the British Broadcasting Corporation (BBC), like CBC an independent-but-state-funded broadcaster, whose editorial guidelines similarly stress: Trust, Truth and Accuracy, Impartiality, Integrity and Independence...Public Interest, Fairness, Transparency and Accountability (BBC, Section 1: The BBC's Editorial Values - Editorial Values, n.d.). The reason for

choosing three International News Organisations, but also ones whose identity is very much tied to their Nation of origin, is to see the global context of the national viewpoint. CBC obviously being Canadian is expected to have more sympathy for Bombardier, and CNN for Boeing, the BBC is expected to have a more neutral outlook, simply because Boeing and Bombardier are both large employees within the United Kingdom, however, Bombardier is the largest manufacturing employer in Northern Ireland, whilst Boeing is a larger employer in the rest of the UK. However, the British context cannot forget its roots with BAE Systems, the large UK Civil and Defence Aerospace company, nor its relationships with the Pan-European Airbus, originally a German-French company, but with facilities in the UK, and purchasing from British companies such as Rolls Royce. It would be interesting to see if the BBC manages to maintain a totally neutral stance considering all these interests.

A further point to make about the sample is that we've selected to take 1 article of 750 words (minimum) from each broadcaster which is dated either on September 26th, 2017 or up-until September 29th, 2017 (a three-day window) - this should allow us to determine the broadcasters framing and use of the David-and-Goliath metaphor. Further to this we've focused exclusively on online written articles and not radio or television news broadcasts.

The sample will be found by using the internal search engines of the websites of the individual News organisations, using the search terms 'Bombardier' 'Boeing' and 'September 2017'.

Analysing

To analyse each article, we will copy the text and pictures into a word document, where analysis will take place, coding 'phrases' according to neutrality, and framing

with phrases such as 'David and Goliath', 'Giant', 'Innovative' being coded accordingly. Other motifs will also be coded, concepts such as 'violence', 'war' and 'foreign' - as well as 'us-them'. Phrases and words will also receive in-word comments, for concepts involved, for example when using the phrase 'America's', are we being possessive etc, as well 'jet' and 'plane' which have the same meaning, usually, but if one is used more than another, why is it used.

Findings and Discussion

CNN

The search query at CNN.com initially turned up 2 irrelevant result (see Appendix I: Screenshots, Figure 1), the search query was therefore amended to remove the month and year 'September 2017' and then sorted by Date-Newest, (see Appendix I: Figures 2-10), the results where then manually looked at to find articles in the relevant time. This search produced 74 totals, once we had screened out any articles out-with our time frame, we were down to just 7 articles (see Appendix I: Figures 11-17). These 7 articles where then sorted into a list of relevant and semi-relevant. Semi-relevant articles were those considered to contain the key words of Bombardier and Boeing, but not as the main subject of the article. Of the 7 articles, 2 were consider semi-relevant because they were about the Stock-markets and these (at the time) considered to be affected by the case (Appendix I: Figures 11 and 13); a further 2 articles were considered tangentially linked (Appendix I: Figures 16 and 17). This left just three articles (Appendix I: Figures 12, 14, and 15). It was decided to rule out Figure 14 (Appendix I) because it focused on the political situation and was framed within the political arena, that is it was about Donald Trump and a 'Trade War' with Canada, which though relevant, was deemed outside the scope of this

paper. The same can be said, in part, of Figure 15 (Appendix I). Figure 15 primarily focused on the North American Free Trade Agreement (NAFTA), but obviously dealt with the Bombardier-Boeing dispute, as the primary players in the NAFTA are Canada, the USA and Mexico - the former two being home to Bombardier and Boeing respectfully and the governments having previously shared 'criticism' of one another regarding the Bombardier and Boeing dispute. Figure 12 (Appendix I) dealt directly with the event of the ruling by the US Commerce Department to impose the tariffs on Bombardier. Appendix 2: Articles contains the original articles (Article 1). Appendix 3: Comments contains the coded and commented articles, there are four for CNN (Article 1A, 1B, 1C and 1D). For a general coded example, a commentary on the article, see Appendix 3: Comments, Article 1A.

Nationalism

The CNN article uses a dichotomy of 'American vs Foreign' - probably unintentional, but read from an 'America is Great' perspective it does suggest - overall that America is great. Note also that there is a change around half-way-through, despite the increasing number of opponents to the American Company Boeing as the article progresses, from internal and external sources, there seems to still be an America is great and everything will be fine (with that hopeful ending) regardless of Boeing, who start of being presented as the All-America company, but end up being the threat against other American companies and business. The over-usage of Canadian [Company] by way of possessiveness towards Bombardier seems to suggest and highlight their foreign-ness, their alien-ness - they're not American is the message given, and whilst they can be seen in a good light by the end of the article, they're not coming out of this smelling of roses, rather they're seen as a catalyst of

everything un-American. (For more detailed analysis and coded theme please see Appendix 3: Comments - Article 1B)

Confrontation

The CNN article does not use the war, confrontation and violence descriptive as much as say the CBC article. There are 38 occurrences, but it is still a theme used. (For more detailed analysis and coded theme please see Appendix 3: Comments - Article 1C)

David and Goliath

The word 'jet' (and variations, such as jetliner, jets etc) is used 11 times in conjunction with Bombardier (and two times with Boeing)- most will simply be in a descriptive manner, so although they have been counted here, you can probably remove half to 75% of those when considering the difference between the David-Like and Goliath-Like categories.

Regarding David-Like, we see Bombardier referred to in such an illusionary manner 25 times (including all 11 jets, assuming 75% (8) are neutral usage, it's hard to tell) we presume that our results show 17 David-Like 'positioning's' for Bombardier. Boeing are presented as David-Like on 14 occasions. That's a gap of 3 (19.35483% difference). On the reverse side of things, we see Boeing presented as Goliath-Like on 8 occasions, whilst Bombardier is presented as Goliath-like 15 times. This suggests that Boeing is seen in a predominantly positive light as being a David like figure, whilst Bombardier is seen more neutrally (as there is more David-like characteristics than there is Goliath-like). However, this could be questioned, for example the 2 uses of giant to describe Bombardier rather than Boeing, who is only described as the US's largest exporter, suggests the Giant motif is being applied

more strongly to Bombardier than to Boeing - and weighting each result would probably see Bombardier being presented as a Goliath like figure.

Couple this with the amount of nationalistic (probably unintentionally) slants to this article, and we're seeing a picture of Boeing predominantly being championed, though at times criticised, whilst Bombardier has some celebration, the underpinning sentiment appears to be that of an interloping foreign bully (supported by two foreign governments). (For more detailed analysis and coded theme please see Appendix 3: Comments - Article 1D)

CBC

The search query at CBC.ca turned up 21 articles (Appendix I: Screenshots, Figures 18-25). Only 6 articles were within the time-frame of the 26th to the 29th September 2017 (Appendix I: Figures 26-31). The first article (Figure 26) is too short, at 205 words. The second article (Figure 27) was discounted because it came from Radio show and was an interview with an economic expert and thus not an article in the same style as those from our comparative samples (CNN, BBC). The third and fifth articles (Figures 28 and 30) come from a radio show, the latter is a transcript of a whole radio show, the former an interview with the Vice President (VP) of Bombardier, hardly the most impartial article, and again it's not comparative to use an interview and two articles. The fourth and sixth articles (Figures 29 and 31) were both only tangentially connected to the Boeing-Bombardier trade dispute, and thus we at this point were left without a suitable article for analysis.

In a similar manner to our search query for CNN, we modified the search query to "Bombardier Boeing" from "Bombardier Boeing September 2017" - this returned 406 results (Figure 32), of which 29 are within the date range. 2 are dated on September

26th, 16 are from September 27th, 9 are from September 28th and the final 2 are from September 29th. Of these 29 articles, 3 are entirely irrelevant (and we're unsure why they were returned in the search terms, Appendix I: Figures 56, 57, and 58); 5 are duplicates of the original six articles (we're unsure why the sixth article did not show up on this search); 1 article, though listed, appeared not to actually exist (Appendix I: Figure 44), though it is possible that it is a duplicate of another article (Appendix I: Figure 39); 3 articles were actually audio recordings (Appendix I: Figures 46, 47 and 48); 11 articles were deemed to be linked but not wholly focused on the Bombardier-Boeing Trade Dispute case, or were focused on 'fall-out' and repercussions, such as a threat of losing business in Canada (for Boeing); 4 articles were considered Interview or expert commentary based, that is where an article is reporting on the comments of an individual or expert, rather than on the specifics of the case, this includes where Bombardier gave a media reactions (Appendix I: Figure 39). This left us with 2 possible articles (Appendix I: Figures 33 and 35), and now we will discuss which one was chosen and why the other one was rejected. The second article (Figure 35) is 1017 words (not including date-line and headline); whereas the first article (Figure 33) 1040 words. Because we are attempting to find a more fully defined frame, and to attempt to keep the articles roughly the same length (CNN, 923 words; BBC, 299 words) we have opted for the second article which is both a later article (27th September 2017) and a slightly shorter article than the first (Figure 33).

The CBC article focused heavily on violence, war and aggressive confrontation, with the use of phrases such as 'direct hit'; 'battle'; 'fight'; 'war'; 'dogfight' and 'hostile'. It also uses the less violent language that suggests conflict, such as 'conflict' and 'dispute'. The article tended to favour Bombardier in a sympathetic manner, though

some of the 'related articles' headlines suggested less of that sympathy. The presentation of Boeing as Goliath occurred directly once with the use of the phrase Goliath (fairly early on, suggesting it was a main narrative) and proceeded to pull a contrast of a semi-incompetent Boeing ('Construction of the C Series also affects the U.S. economy') as well as the hypocrisy (regarding the subsidies Boeing gets) and the lack of idea as to how the deal with Delta harmed Boeing. (For more detailed comments please see Appendix 3: Coded, Article 2A)

BBC

The search query "Bombardier Boeing September 2017" at BBC.co.uk turned up no results (Appendix I: Screenshots, Figure 62), so the search was again modified to "Bombardier Boeing", this resulted in 58 results, (Appendix I: Figures 63-78) but only 15 articles are within the time (Appendix I: Figures 79-93). 6 articles were linked to the Boeing-Bombardier Trade Dispute but were not focused on the actual dispute; a further 3 articles were focused on the repercussions and fall-out - such as the government threatening Boeing/or Bombardier. 3 articles were focused on the responses of an expert or important person (Interview/Expert Commentary) and one article was the (unavailable) audio of a radio show. This left us with 2 articles to choose from, and now I will discuss the process used to determine the correct article for analysis. The second BBC article was 580 words, the first article was just 299 words, because our word minimum is 750 and neither article meets this criterion, it was intended that we should analyse both articles to break the 750-word minimum and bring them in line with the articles from CNN (923) and CBC, however, due to time restraints this has not been possible.

The article did not include any size based language, the closest found to a David and Goliath motif, was the repetition of the idea of the case 'going against Bombardier'. The language remained fairly factual and neutral, perhaps being slightly softer towards Bombardier than Boeing, who were not mentioned until 214 words into the article. Some of the language was legal based, and when used in the manner that it was, though normally would imply guilt or innocence did not imply this here. (For more details please see Appendix 3: Coded, Article 3a.

Conclusion and Limitations

This paper set out to see if a David and Goliath motif and frame was being used, whilst it seems clear that CNN and CBC did have this narrative and the BBC article seemed to be more neutral, the fact is the frame was so hard to find I cannot be sure it was there. A further detailed analysis of the entire media output on the case going back to the earliest date possible (possibly around April 27th 2017, though maybe before) would probably allow us to see if the narrative has been built across multiple articles. A deeper review and analysis of the CBC and BBC article would have provided a better opportunity to compare, contrast and analyse, as well as the second longer (500+) word BBC article would have helped 'even' out the research. The 'biggest' finding of this paper is that the neutrality of CBC and CNN was primarily as we believed it would be – not so neutral in regards to Bombardier and Boeing respectably, and yet CNN was both Boeing's harshest critic and warmest friend. This result could actually be explained by the realisation that CNN is writing to an American audience and whilst every attempt to read it as 'an American' would interpret the story, the researchers own bias was all over the analysis, and perhaps read too deeply into minor points.

End of Paper

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APPENDIX I: SCREENSHOTS

CNN SEARCH SCREENSHOTS

FIGURE 1: PRE-MODIFICATION OF SEARCH TERMS - SEARCH RESULTS OF CNN WEBSITE



FIGURES 2-10: POST-MODIFICATION OF SEARCH TERMS - SEARCH RESULTS OF CNN WEBSITE

Figure 2:



Figure 3:



Figure 4:



Figure 5:



Figure 6:

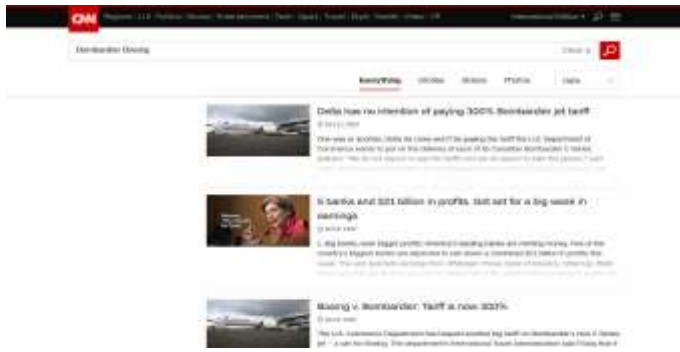


Figure 7:



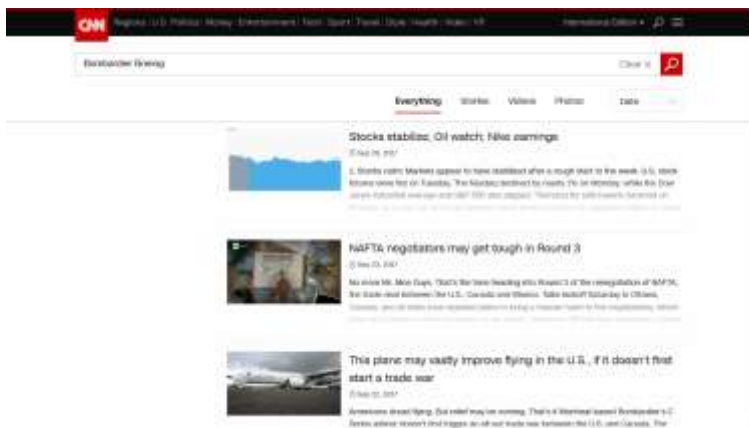
Figure 8:



Figure 9:



Figure 10:



FIGURES 11-17:ARTICLES

Figure 11: <http://money.cnn.com/2017/09/26/investing/premarket-stocks-trading/index.html>



Figure 12: <http://money.cnn.com/2017/09/26/news/companies/bombardier-boeing-cseries-delta-itc-ruling/index.html>

Figure 13: <http://money.cnn.com/2017/09/27/investing/premarket-stocks-trading/index.html>



Figure 14: <http://money.cnn.com/2017/09/27/news/economy/us-canada-trade-war-bombardier/index.html>

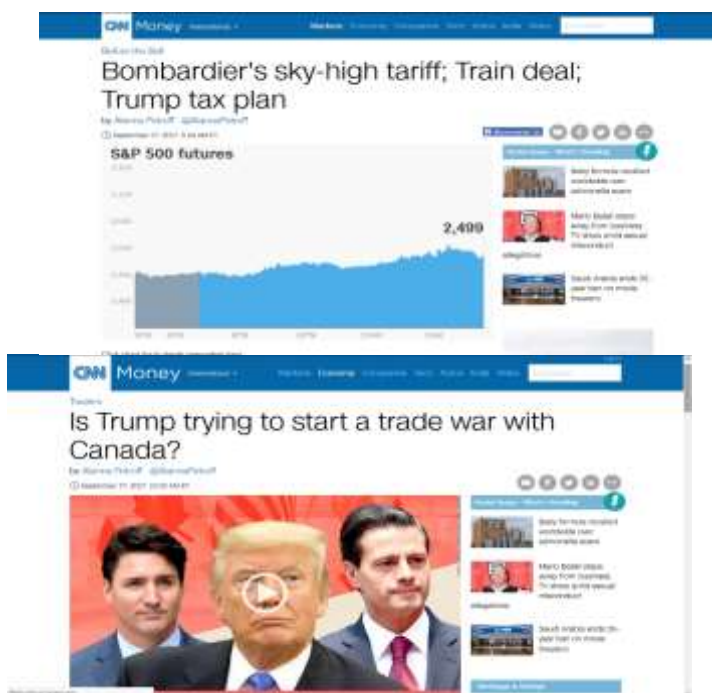


Figure 15: <http://money.cnn.com/2017/09/27/news/economy/nafta-bombardier-boeing/index.html>



Figure 16: <http://money.cnn.com/2017/09/28/technology/gadgets/inflight-entertainment-screens-here-to-stay/index.html>



Figure 17: <http://money.cnn.com/2017/09/29/investing/quest-satya-nadella-microsoft/index.html>



CBC SEARCH



SCREENSHOTS

FIGURE 18-25: SEARCH RESULTS OF CBC WEBSITE - PRE-MODIFICATION

Figure 18:



Figure 19:

Figure 20:

Figure 21:





Figure 22:

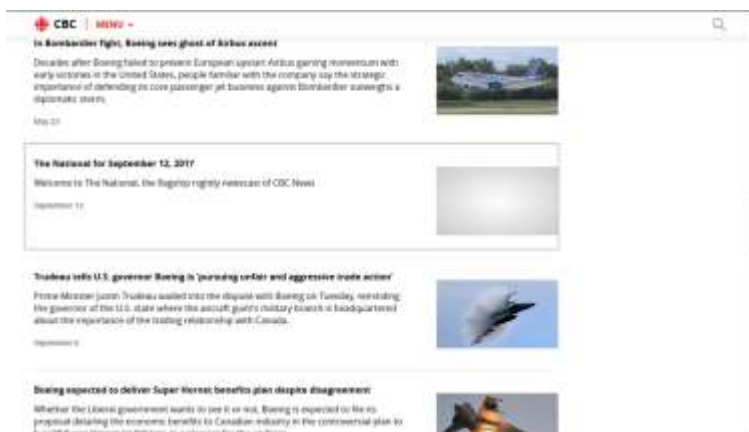


Figure 23:

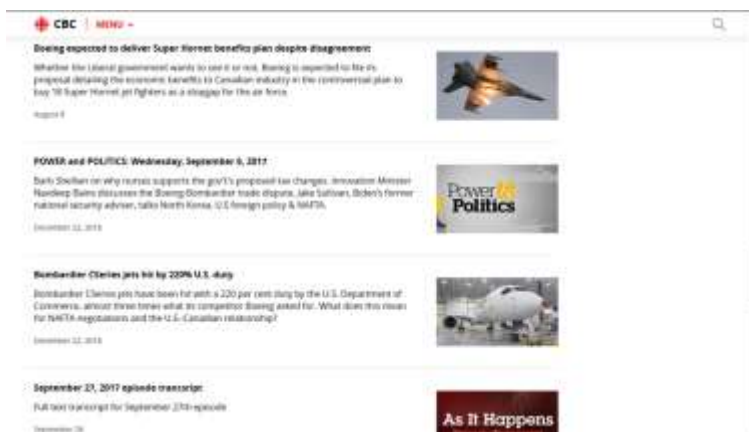


Figure 24:



Figure 25:

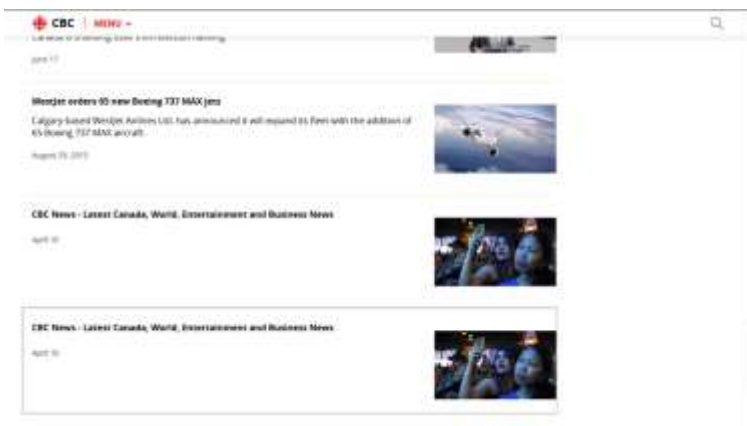


FIGURE 26-31: SEARCH RESULTS OF CBC WEBSITE - PRE-MODIFICATION - ARTICLES

Figure 26: <http://www.cbc.ca/radio/thehouse/midweek-podcast-boeing-vs-ott-world-bank-ceo-on-canada-s-global-role-1.4309707/boeing-vs-ottawa-1.43awa10015>



Figure 27: <http://www.cbc.ca/radio/thehouse/midweek-podcast-boeing-vs-ottawa-world-bank-ceo-on-canada-s-global-role-1.4309707>



Figure 28: <http://www.cbc.ca/radio/asithappens/as-it-happens-wednesday-edition-1.4309487/bombardier-vp-slams-boeing-after-absurd-u-s-ruling-1.4309809>



Figure 29: <http://www.cbc.ca/news/canada/manitoba/city-council-roundup-wednesday-1.4310591>



Figure 30: <http://www.cbc.ca/radio/asithappens/as-it-happens-wednesday-edition-1.4309487/september-27-2017-episode-transcript-1.4312150>



Figure 31: <http://www.cbc.ca/news/business/westjet-orders-65-new-boeing-737-max-jets-1.1364136>



FIGURE 32: SEARCH RESULTS OF CBC WEBSITE - POST-MODIFICATION

Figure 32: (406 Articles)



FIGURES 33-61: SEARCH RESULTS OF CBC WEBSITE - POST-MODIFICATION - ARTICLES

Figures 33-34: Articles from 26th September 2017

*Figure 33: <http://www.cbc.ca/news/business/bombardier-cseries-duty-1.4308590>



Figure 34: <http://www.cbc.ca/news/business/bombardier-aerospace-railway-1.4307070> (Highly Linked but not entire focus)



Figures 35-50: Articles from 27th September 2017

*Figure 35: <http://www.cbc.ca/news/business/boeing-bombardier-1.4309000>



Figure 36: <http://www.cbc.ca/news/politics/mulcair-says-boeing-is-a-crybaby-and-a-bully-1.4309571> (Interview)



Figure 37: <http://www.cbc.ca/news/politics/freeland-says-aggressive-u-s-tariff-tactic-is-nothing-new-1.4310311> (Interview)



Figure 38: <http://www.cbc.ca/news/canada/montreal/quebec-bombardier-boeing-reaction-1.4309061> (Interview)



Figure 39: <http://www.cbc.ca/news/canada/montreal/bombardier-calls-220-u-s-duty-on-cseries-absurd-says-real-fight-now-begins-1.4308624> (Bombardier Comments)



Figure 40: <http://www.cbc.ca/news/politics/boeing-bombardier-trade-war-brewster-1.4308734> (Linked but not focused)



Figure 41: <http://www.cbc.ca/radio/thehouse/midweek-podcast-boeing-vs-ottawa-world-bank-ceo-on-canada-s-global-role-1.4309707/boeing-vs-ottawa-1.4310015> (Duplicate, Fig. 26)



Figure 42: <http://www.cbc.ca/news/politics/boeing-bombardier-us-canada-hall-1.4310027> (Linked but not focused)



Figure 43: <http://www.cbc.ca/radio/thehouse/midweek-podcast-boeing-vs-ottawa-world-bank-ceo-on-canada-s-global-role-1.4309707> (Duplicate, Fig. 27)



Figure 44: <http://www.cbc.ca/beta/homepage/news/bombardier-calls-220-u-s-duty-on-cseries-absurd-says-real-fight-now-begins-1.4308986> (No Article, a 'Stub', poss. same article as Fig. 39)



Figure 45: <http://www.cbc.ca/news/canada/manitoba/city-council-roundup-wednesday-1.4310591> (Duplicate, Fig. 29)



Figure 46: <http://www.cbc.ca/news/power-pod-wed-sept-27-2017-1.4310687>
(Audio)



Figure 47: <http://www.cbc.ca/listen/shows/power-and-politics/episode/14190461> (Audio)



Figure 48: <http://www.cbc.ca/listen/shows/power-and-politics/episode/14190403> (Audio)



Figure 49: <http://www.cbc.ca/news/canada/ottawa/nafta-third-round-negotiations-end-1.4308983> (Linked but not focused)

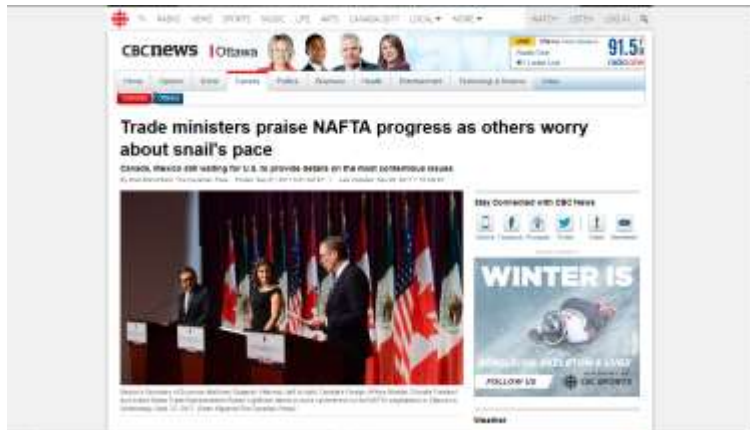


Figure 50: <http://www.cbc.ca/radio/asithappens/as-it-happens-wednesday-edition-1.4309487/september-27-2017-episode-transcript-1.4312150> (Duplicate, Fig. 30)



Figures 51-59: Articles from 28th September 2017

Figure 51: <http://www.cbc.ca/radio/asithappens/as-it-happens-wednesday-edition-1.4309487/bombardier-vp-slams-boeing-after-absurd-u-s-ruling-1.4309809> (Duplicate, Fig. 28)



Figure 52: <http://www.cbc.ca/news/thenational/u-s-bombardier-tariff-looms-amid-nafta-talks-at-issue-1.4312819> (Linked but not focused)



Figure 53: <http://www.cbc.ca/news/canada/manitoba/bowman-boeing-bombardier-fight-1.4311955> (Linked but not focused)



Figure 54: <http://www.cbc.ca/news/politics/canada-boeing-embassy-washington-1.4311054> (Linked but not focused)



Figure 55: <http://www.cbc.ca/news/politics/boeing-super-hornets-pentagon-1.4311860> (Linked but not focused)



Figure 56: <http://www.cbc.ca/books/heroes-and-antiheroes-the-youngest-most-sacred-monster-by-raziel-reid-1.4208582> (Irrelevant)



Figure 57: <http://www.cbc.ca/life/food/hidden-gem-la-cubana-s-family-forward-vibe-sets-it-apart-from-the-rest-1.4073802> (Irrelevant)



Figure 58: <http://www.cbc.ca/life/style/amped-up-takes-on-classic-beauty-was-the-message-at-milan-fashion-week-1.4311135> (Irrelevant)



Figure 59: <http://www.cbc.ca/news/politics/nafta-third-round-negotiations-end-1.4308983> (Linked but not focused)



Figures 60-61 Articles from 29th September 2017

Figure 60: <http://www.cbc.ca/news/business/bombardier-wto-embraer-subsidies-1.4313202> (Linked but not focused)

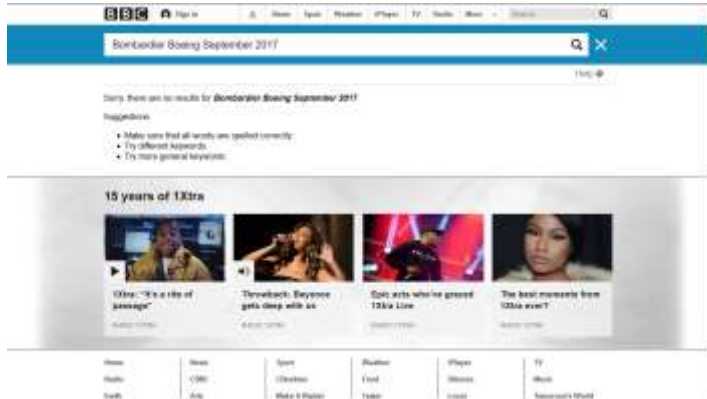


Figure 61: <http://www.cbc.ca/news/canada/obama-says-u-s-relationship-with-canada-not-radically-changed-under-trump-1.4311828> (Linked but not focused)



BBC SEARCH SCREENSHOTS

FIGURE 62: SEARCH - PRE-MODIFICATION OF SEARCH TERMS



FIGURES 63-78: SEARCH - POST-MODIFICATION OF SEARCH TERMS - RESULTS

Figure 63 (Results 1-3)

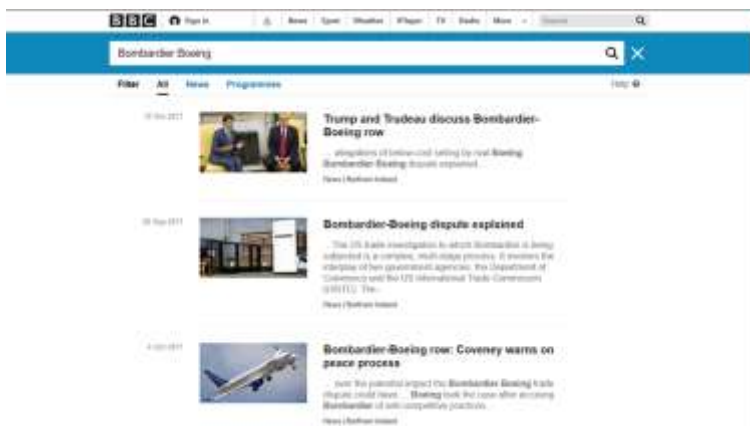


Figure 64 (Results 4-6)





18 Nov 2011		Bombardier jobs: Boeing accused of 'pure hypocrisy'	<p>Bombardier has accused Boeing of "pure hypocrisy" Boeing had complained about alleged ... In 2010, it argued US action, Boeing had alleged that Bombardier had engaged in "graft" ... This is what the dispute is about." However, in a statement, Bombardier said while ...</p> <p>News Reuters 18 Nov 2011</p>
19 Nov 2011		Bombardier and Boeing urged to end trade dispute	<p>Boeing urges Bombardier to end trade dispute from the UK and Canada. Boeing ... to find way if it will offer financial assistance ... to trade dispute with Boeing.</p> <p>News Reuters 19 Nov 2011</p>
19 Nov 2011		Bombardier Belfast: MPs' regret over lack of lobbying	<p>With government officials, Bombardier Boeing says it requested the Finance bill ... to make another option easier next month, following a contract from Boeing about 2011. ... Bombardier in the UK and Canada. (Source: Boeing from the Evening, July 19/2011, in British ...)</p> <p>News Reuters 19 Nov 2011</p>
19 Nov 2011		Boeing's Bombardier row undermines its UK ties, says May	

Figure 65: (Results 7-10)





19 Nov 2011		Boeing's Bombardier row undermines its UK ties, says May	<p>The move comes after Boeing complained that Bombardier was receiving unfair state aid ... over the Boeing-Bombardier row in the World Trade Organization, instead of seeking ...</p> <p>News Reuters 19 Nov 2011</p>
1 Nov 2011		Boeing unqualified in Bombardier row says James Brokenshire	<p>The Northern Ireland Secretary has said that the action taken by Boeing ... in a trade dispute with Bombardier is "unqualified and unimpeachable". James Brokenshire ...</p> <p>News Reuters 1 Nov 2011</p>
8 Nov 2011		Bombardier: US trade allies 'have to play by the rules'	<p>In the course of the next few days, Boeing's case against Bombardier is likely to be heard ...</p> <p>News Reuters 8 Nov 2011</p>
9 Nov 2011		May phones Trump as Boeing dispute threatens Bombardier	<p>Ministers across government have engaged quietly and cautiously with Boeing, Bombardier ... to have recently pointed back critics about the importance of the case. Boeing ...</p>

Figure 66: (Results 11-14)

This screenshot displays four search results. The first result, dated 10 Nov 2017, is titled 'Bombardier: Government 'should follow Canada'' and features an image of a Bombardier aircraft. The second result, dated 9 Nov 2017, is titled 'Mafia talks: Trump open to a bilateral Canada-US trade deal' and features an image of Donald Trump. The third result, dated 27 Nov 2017, is titled 'Business Live: Sterling at \$1.34' and features an image of a person. The fourth result, dated 10 Nov 2017, is titled 'Q&A: What does Bombardier-Airbus deal mean for Belfast?' and features an image of a Bombardier aircraft.

Figure 67: (Results 15-18)

This screenshot displays four search results. The first result, dated 10 Nov 2017, is titled 'Dubai Airshow: Bombardier says Airbus deal means more UK work' and features an image of a Boeing logo. The second result, dated 07 Nov 2017, is titled 'World Business Report: President Trump Prepares to Address UN' and features an image of Donald Trump. The third result, dated 04 Nov 2017, is titled 'Bombardier: Belfast workers to press MPs on Boeing row' and features an image of a group of people. The fourth result, dated 03 Nov 2017, is titled 'Stomoz: could be 'up and running in weeks' - Covery' and features an image of a sign.

Figure 68: (Results 19-22)

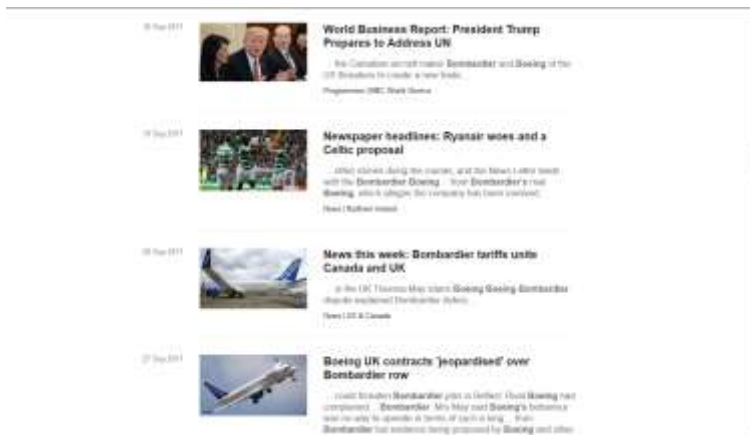


Figure 69: (Results 23-26)

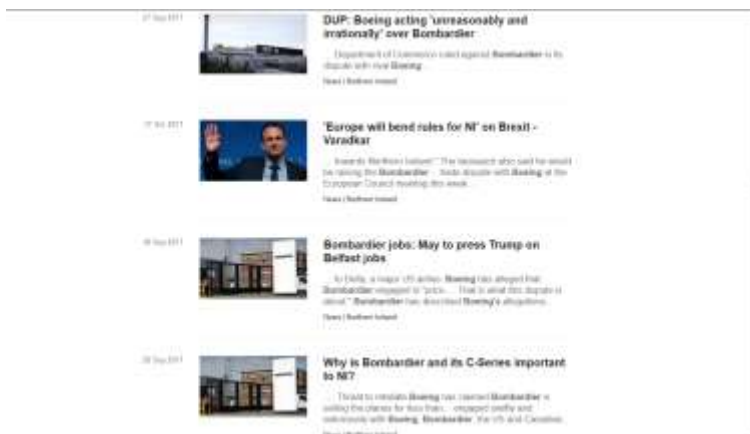


Figure 70: (Results 27-30)


17 Nov 2017  **Best of Today: Bombardier ruling: What implications for Northern Ireland?**
The US Government of Commerce has ruled against an appeal from Bombardier... in its dispute with Boeing... its plan for 9 of 279 0.1% has been proposed.
Programme: 000 - Radio 4


18 Nov 2017  **PM to discuss Bombardier trade dispute with Justin Trudeau**
Prime Minister Theresa May is to discuss the Boeing dispute with Canadian Prime Minister Justin Trudeau...
Next: 18 Nov 2017


18 Nov 2017  **Theresa May in Canada for post-Brexit trade talks**
Prime Minister Theresa May is in Canada for talks with Prime Minister Justin Trudeau...
Next: 18 Nov 2017

18 Nov 2017  **Bombardier to partner Airbus on C-Series jets**
Bombardier is to partner Airbus on C-Series jets...
Next: 18 Nov 2017

Figure 71: (Results 31-34)

18 Nov 2017  **This is not the end of the Bombardier row**
Bombardier's case against Boeing is "a fight of epic proportions" and the parties will be "in court for some time"...
Next: 18 Nov 2017

18 Nov 2017  **Bombardier row: Politicians warn of 'stalling' trade dispute**
Politicians warn of 'stalling' trade dispute...
Next: 18 Nov 2017

18 Nov 2017  **DUP hopes to raise Bombardier dispute in Commons**
The DUP hopes to raise the Bombardier dispute in the House of Commons...
Next: 18 Nov 2017


18 Nov 2017  **Bombardier: Jeremy Corbyn urges PM to 'surrender' Boeing**
Jeremy Corbyn has urged Theresa May to 'surrender' to Boeing...
Next: 18 Nov 2017

Figure 72: (35-37)



Figure 73: (Results 38-41)

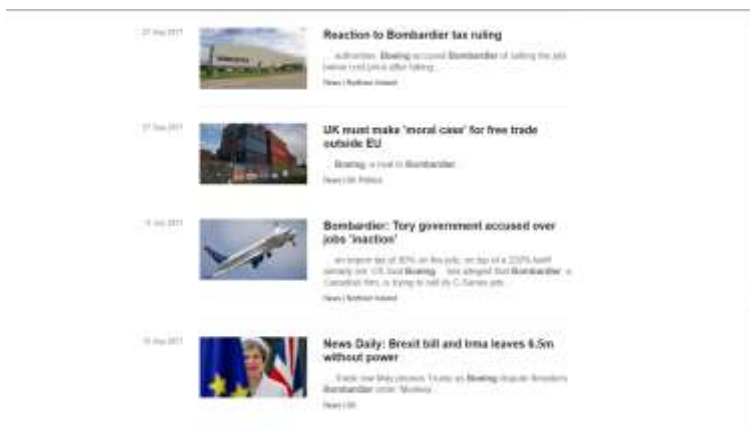


Figure 74: (Results 42-45)

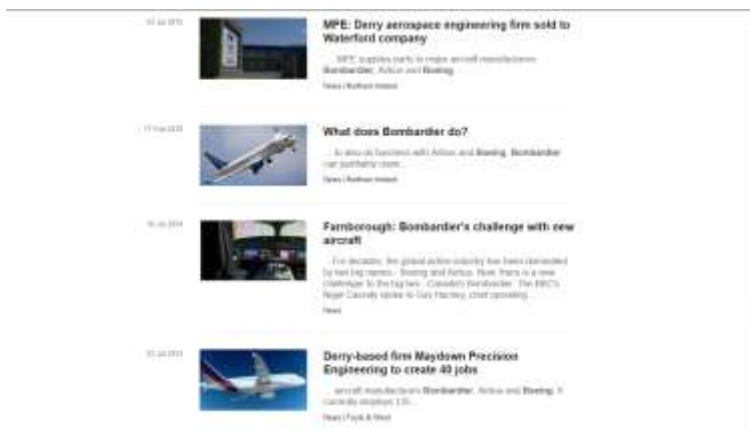
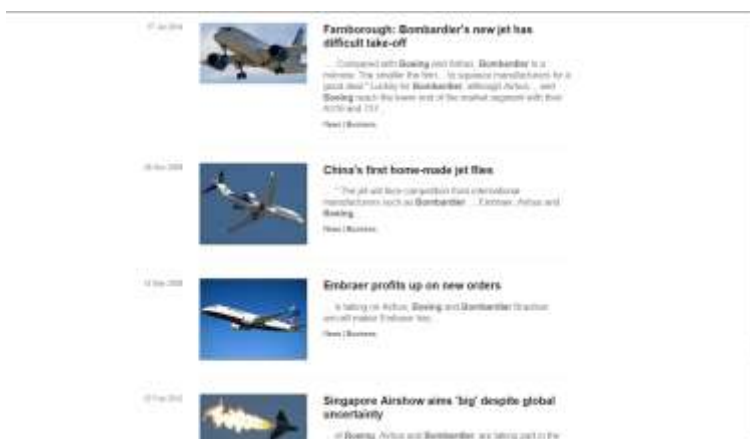


Figure 75: (Results 46-48)





FIGURES 79-93: SEARCH - POST-MODIFICATION OF SEARCH TERMS - ARTICLES

*Figure 79: <http://www.bbc.co.uk/news/uk-northern-ireland-41386404>



Figure 80: <http://www.bbc.co.uk/news/uk-northern-ireland-41392518> (Interview/Expert Comments)



Figure 81: <http://www.bbc.co.uk/news/business-41429079> (Interview/Expert Comments)



Figure 82: <http://www.bbc.co.uk/news/live/business-41348991> (Linked but not focused)



Figure 83: <http://www.bbc.co.uk/news/uk-northern-ireland-41427667> (Linked but not focused)

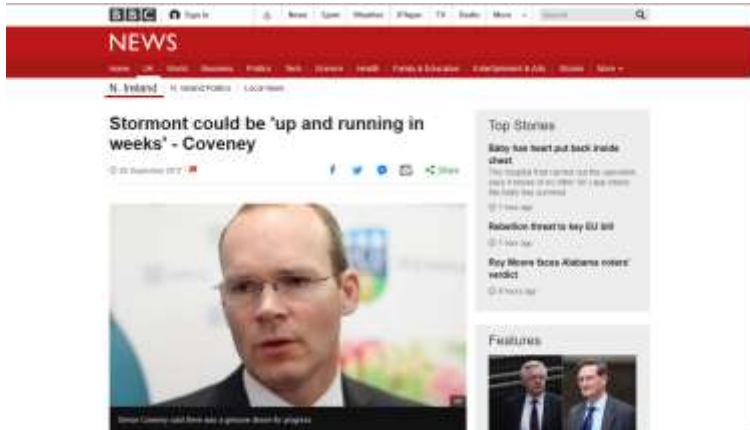


Figure 84: <http://www.bbc.co.uk/news/world-us-canada-41434183> (Focused on repercussions not the main story)



Figure 85: <http://www.bbc.co.uk/news/uk-northern-ireland-41397181> (Focused on repercussions)



Figure 86: <http://www.bbc.co.uk/news/av/uk-northern-ireland-41413547/dup-boeing-acting-unreasonably-and-irrationally-over-bombardier> (Interview/Expert



Comments)

Figure 87: <http://www.bbc.co.uk/news/uk-northern-ireland-41359546> (Linked but not focused)



Figure 88: <http://www.bbc.co.uk/programmes/p05hd131> (Radio Show)



*Figure 89: <http://www.bbc.co.uk/news/business-41407994>



Figure 90: <http://www.bbc.co.uk/news/uk-politics-41437636> (Linked but not focused)



Figure 91: <http://www.bbc.co.uk/news/uk-41403274> (Linked but not focused)



Figure 92: <http://www.bbc.co.uk/news/uk-northern-ireland-41411288> (Focused on Repucussions)



Figure 93: <http://www.bbc.co.uk/news/uk-politics-41407356> (Linked but not focused)



END OF APPENDIX I: SCREENSHOTS

**APPENDIX II:
ARTICLES**

ARTICLE 1

U.S. slaps stiff tariff on Bombardier's new jet

by Jon Ostrower [@jonostrorwer](#) September 27, 2017: 7:17 PM ET



Five new planes you'll be flying soon

The U.S. Commerce Department has backed Boeing in its challenge to Bombardier, recommending an enormous tariff on sales of the Canadian firm's C Series jetliner.

The initial ruling by the International Trade Administration, an arm of the Commerce Department, recommends a 219.63% tariff on the delivery of each airliner.

Boeing ([BA](#)), America's largest exporter and sole producer of commercial airliners, is suing Bombardier. At issue is whether the plane maker received financial backing from the Canadian government that allowed it to stay afloat and sell to Delta for what Boeing alleges were "absurdly low prices."

"The U.S. values its relationships with Canada, but even our closest allies must play by the rules," said Commerce Secretary Wilbur Ross in a statement. "The

subsidization of goods by foreign governments is something that the Trump Administration takes very seriously, and we will continue to evaluate and verify the accuracy of this preliminary determination."

The ruling announced Tuesday is the first of two in the case. The second is expected on as early as Oct. 5 and may add even more to Bombardier's tariff penalty. A final determination by the Commerce Department is expected in 2018.

Related: This plane may vastly improve flying in the U.S., if it doesn't first start a trade war

The dispute stems from a 2016 Delta Air Lines order from the Montreal-based air and rail giant for as many as 125 C Series aircraft. Boeing alleges government support helped its Canadian rival establish the all-new airliner at the expense of Boeing's own 737 jets.

Boeing claims that Bombardier is selling each C Series jet to Delta for \$19.6 million. That's not accurate, said Delta, which disclosed its actual purchase price as part of the investigation.

The jet's list price is nearly \$80 million, but steep discounts are common.

Boeing had recommended a heavy tariff on the C Series, paid by Delta or any U.S. airline importing the aircraft in what would be considered a major blow to Bombardier and its ability to establish the new jet in the world's largest aviation market. The preliminary decision by the trade commission for a 219.63% tariff was steeper than the 160% recommended by Boeing.

Bombardier reacted to the decision, saying: "We strongly disagree with the Commerce Department's preliminary decision. The magnitude of the proposed duty is absurd and divorced from the reality about the financing of multi-billion dollar aircraft programs."

The Canadian transportation giant's shares were hard hit Wednesday, closing down nearly 7.5% after rebounding from a nearly 14% plummet at the opening of trading.

Related: Is Trump trying to start a trade war with Canada?



Boeing in a statement hailed the result, saying, "This dispute has nothing to do with limiting innovation or competition, which we welcome. Rather, it has everything to do with maintaining a level playing field and ensuring that aerospace companies abide by trade agreements."

The dispute has drawn in the leaders of Canada and the United Kingdom and now threatens to shoot down a \$5.2 billion Boeing F/A-18 Super Hornet fighter deal with the Royal Canadian Air Force if the case isn't dropped or settled.

"We won't do business with a company that's busy trying to sue us and put our aerospace workers out of business," Canadian Prime Minister Justin Trudeau said earlier this month. Bombardier's aerospace division employs 28,500 worldwide, including 4,000 in Northern Ireland where the jet's wings are manufactured.

Related: Justin Trudeau warns Boeing over trade dispute

Chrystia Freeland, Canada's Foreign Affairs Minister, said: "While this is only a preliminary stage in the investigation, and no duties can be imposed until the final investigations are completed, Canada strongly disagrees with the anti-dumping and countervailing duty investigations into imports of Canadian large civil aircraft. This is clearly aimed at eliminating Bombardier's C Series aircraft from the U.S. market."

British Prime Minister Theresa May had also sought to intervene in the dispute, asking President Trump to help protect jobs in Northern Ireland.

"Bitterly disappointed by initial Bombardier ruling," May tweeted on Wednesday. "The government will continue to work with the company to protect vital jobs for Northern Ireland."

The Canadian government said the complaint was just as likely to threaten U.S. jobs as those in Canada and Northern Ireland. Freeland said the C Series jet supports an estimated 23,000 jobs in the U.S, including those in Connecticut, Florida, New Jersey, Washington, New York, Ohio, Kansas, Pennsylvania and Colorado.

The jet's advanced engines are manufactured in the U.S. by Pratt & Whitney, a unit of United Technologies, which supplies many parts of the jet.

As a result, Bombardier had drawn the public support of members of Congress and elected officials and even U.S. airlines like JetBlue Airways and Spirit Airlines who wanted to expand the range of options for commercial airliners beyond Boeing and its European rival Airbus.

The steep tariff, which is far in excess of the 160% Boeing had requested, amounts to making Delta pay the roughly \$5.6 billion list price for the 75 jets it has on firm order. In the airline industry, commercial buyers do not pay list price and typically command steep discounts of 40% to 60%. Each CS100 jet has a list price of nearly \$80 million.

Bombardier also maintains that the smallest single-aisle 737 does not compete with the CS100, the roughly 110-seat Bombardier model purchased by Delta. During the 2016 competition, Boeing offered Delta, the second largest U.S. airline, used jets from another manufacturer.

Delta ([DAL](#)), which will use the jet on short and medium range flights around the U.S., cautioned that the ITC's decision was preliminary.

"We are confident the USITC will conclude that no U.S. manufacturer is at risk because neither Boeing nor any other U.S. manufacturer makes any 100-110 seat aircraft that competes with the CS100."

CNNMoney (Seattle) First published September 26, 2017: 6:41 PM ET

ARTICLE 2

Boeing lands direct hit in Bombardier fight, but battle is far from over

Trade expert: 'I'm having a hard time figuring out how Boeing was harmed by this'

CBC News Posted: Sep 27, 2017 9:53 AM ET Last Updated: Sep 27, 2017 2:39 PM ET



If the ruling is upheld, a duty of 220 per cent will be levied on every CSeries jet that Bombardier sells to a U.S. company. (Ryan Remiorz/Canadian Press)

Related Stories

- 'The war is far from over — and we shall win,' Quebec premier says after Bombardier ruling
- Boeing Super Hornet jet purchase likely to become 1st casualty in possible trade war
- Boeing says trade complaint against Bombardier designed to prevent larger CSeries
- Bombardier looking beyond Tuesday's duty decision as workers rally in Toronto
- Bombardier's bad day: locked out of European rail merger & hefty CSeries duties in U.S.

U.S. aerospace giant Boeing has scored a major victory against Canadian rival Bombardier after Washington's decision Tuesday to impose punitive duties of up to 220 per cent on the latter's jets, but the dogfight is just beginning.

The Commerce Department decided on Tuesday to impose **countervailing duties on Bombardier's CSeries jets** sold in the U.S., agreeing with Boeing's position that the Canadian government unfairly subsidizes the company to build them. That could put **major deals like the one with Delta last year** to buy up to 125 of the jets in doubt, and bring more repercussions on all sides.

- **Bombardier calls 220% duty 'absurd'**

The list price of the Bombardier-Delta deal was \$6 billion, although the airline likely paid much less for buying jets in such great volume.

Bombardier shares lost about eight per cent on the TSX on Wednesday, changing hands at \$2.07 a share. Boeing, meanwhile, was up slightly on the NYSE.

"The U.S. government is taking an aggressive stance on this issue," Morningstar analyst Chris Higgins said. "There are avenues for Bombardier to appeal, so this dispute may drag out."



The dispute between Boeing and Bombardier comes against the backdrop of ongoing NAFTA negotiations between Mexico, Canada and the U.S. for a new free trade deal. (Judi Bottoni/Associated Press)

Indeed, Bombardier has many options to launch an appeal, including the U.S. Court of International Trade, NAFTA and even the World Trade Organization.

Regardless of the outcome, there are other fights underway between the two companies, including an anti-dumping complaint from Boeing that's expected to be ruled on next week, and a major one expected in the spring to determine how much Boeing's business has actually been harmed by the alleged subsidies.

Proving that its business was harmed by the Bombardier-Delta deal will be hard, Dan Pearson of the Cato Institute said, because Boeing didn't have any suitable jets to bid on the deal at the time.

"This (ITC case) cannot be a slam dunk," the former ITC chairman said. "I'm having a hard time figuring out how Boeing was harmed by this."

- **'America last' is dangerous response to Trump's bullying**

His colleague Dan Ikenson at the libertarian think-tank agrees, saying: "I can't understand their claim of injury They don't even make these damned planes."

He also noted the irony of Boeing suing anyone over government assistance — when it's the No. 1 recipient of government support through the U.S. Export-Import Bank, referred to jokingly in Washington as, "the Bank of Boeing."

"Boeing is very much at the trough," Ikenson said.

It's not yet clear what avenue Canada will choose to focus on in its appeal, but if the initial ruling is upheld, the duties that make the jets more than three times as expensive would be due as soon as Bombardier starts delivering the jets to Delta, which isn't expected to happen until next spring.

- **Don Pittis: Easy to forget taxpayer investments**

Most analysts expected Boeing to prevail, but not for the duty imposed to be so harsh: Boeing itself had only lobbied the government to impose a duty of 80 per cent on the Bombardier jets, not the 220 per cent that was handed out.

Quebec Premier Philippe Couillard said he is urging Ottawa to take a very "hard line" with Boeing over the Super Hornet deal — and any others. "Not a bolt, not a part, not a plane from Boeing [should be] entering Canada until this conflict is resolved in a satisfactory way," he said.



The Canadian government is supposed to buy up to 18 Super Hornet jets from Boeing, but that deal may now be in doubt.

Construction of the CSeries also affects the U.S. economy, too, as Bombardier says more than half of the jet's components are made by U.S.-based companies, and the jet's manufacturing supports more than 22,000 jobs across 17 U.S. states.

"We will always defend Canadian companies and Canadian workers against unfair and costly protectionism," Foreign Affairs Minister Chrystia Freeland said.

As of last year, Boeing employed more than 2,000 people in Canada, at 10 locations across the country.

The companies have so much at stake, that it's quite possible both could lose in this dispute, Higgins said. Bombardier may be locked out of the world's largest jet market, but Boeing could lose orders for up to 65 jet orders from the Canadian government.

- **Trump's NAFTA talk ignores threat of disruption**

The high profile dispute is also happening against the backdrop of ongoing NAFTA renegotiations, as officials from Mexico, Canada and the U.S. are currently trying to hammer out a new free trade agreement in discussions that have reportedly been very hostile at times.

The repercussions could extend across the Atlantic, too, as Bombardier has a major presence in the United Kingdom where parts of the CSeries are assembled. With 4,200 workers at a Belfast facility making CSeries parts, Bombardier is one of the largest manufacturers left in Belfast, a former industrial powerhouse.

Boeing's move to hurt Bombardier is a political headache for Britain's governing conservatives, who are propped up in part by a coalition including the Northern Irish Democratic Unionist Party.

- **Bombardier executive pay puts politicians in tight spot**

"This is not the behaviour we expect from Boeing and it could indeed jeopardise our future relationship with them," British Defence Secretary Michael Fallon told reporters in Belfast. "Boeing has significant defence contracts with us and still expects to win further contracts. Boeing wants and we want a long-term partnership but that has to be two-way."

The battle is far from over, but Boeing wasted no time in declaring an early victory on Tuesday.

"Subsidies enabled Bombardier to dump its product into the U.S. market, harming aerospace workers in the United States and throughout Boeing's global supply chain."

Boeing's goal isn't to stifle competition, but rather the dispute is about "maintaining a level playing field and ensuring that aerospace companies abide by trade agreements," Boeing said.

Couillard, meanwhile, insisted at a press conference Wednesday morning that the decision will not stand. "Boeing may have won a battle but let me tell you the war is far from over — and we shall win," Couillard said.

Corrections

- An earlier version of this story incorrectly identified Chrystia Freeland as Trade minister. In fact, she's Canada's minister of Foreign Affairs.

Sep 27, 2017 10:35 AM ET

With files from Reuters and The Canadian Press

ARTICLE 3

Bombardier-Boeing dispute explained

By John CampbellBBC News NI Economics & Business Editor

- 26 September 2017



Image

copyright PACEMAKER Image caption The wings for Bombardier's C Series planes are made in Belfast

The US trade investigation to which Bombardier is being subjected is a complex, multi-stage process.

It involves the interplay of two government agencies, the Department of Commerce and the US International Trade Commission (USITC).

The USITC effectively ruled there was an arguable case against Bombardier, moving the complaint to the next stage.

Now, it is up to the Department of Commerce to make a preliminary finding on whether Bombardier has in fact received subsidies or is selling below cost.

That is the verdict which is due to be delivered this week.

There is a growing consensus among aerospace and trade experts that the finding will go against Bombardier.

The Department of Commerce could announce a preliminary tariff on the C-Series, raising the cost of importing the plane to the United States.



Media captionThe history of Bombardier in Northern Ireland That should not have a huge immediate practical impact as it will be the spring of 2018 before Bombardier **delivers any C-Series to Delta**, its US customer.

If the finding does go against Bombardier, the investigation moves to the next stage, with attention switching back to the USITC for its final ruling.

The role of the USITC at this stage is to assess if damage has been caused to a US company, in this case Boeing, as a result of the subsidies or below cost selling.

This verdict, due to be delivered in February 2018, will be the key one.

But even that may not be the end of the process.

USITC determinations can be appealed to the US Court of International Trade or, as this is a case involving Canada, to a disputes panel of the North American Free Trade Agreement (Nafta).

Ultimately the government of Canada could pursue a case against the US at the World Trade Organisation.

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[15 September 2017](#)
- **May phones Trump as Boeing dispute threatens Bombardier**
[12 September 2017](#)

END OF APPENDIX II

**APPENDIX III:
CODED [ARTICLES]**

ARTICLE 1A

U.S. slaps stiff tariff on Bombardier's new jet

by Jon Ostrower @jonostrower September 27, 2017: 7:17 PM ET



Five new planes you'll be flying soon

The U.S. Commerce Department has backed Boeing in its challenge to Bombardier, recommending an enormous tariff on sales of the Canadian firm's C Series jetliner.

The initial ruling by the International Trade Administration, an arm of the Commerce Department, recommends a 219.63% tariff on the delivery of each airliner.

Boeing (BA), America's largest exporter and sole producer of commercial airliners, is suing Bombardier. At issue is whether the plane maker received financial backing from the Canadian government that allowed it to stay afloat and sell to Delta for what Boeing alleges were "absurdly low prices."

"The U.S. values its relationships with Canada, but even our closest allies must play by the rules," said Commerce Secretary Wilbur Ross in a statement. "The

- Commented [PC1]:** Violence
- Commented [PC2]:** Tariff is stiff (ridged, etc) poss. Mean and unfair?
- Commented [PC3]:** Personalised 'it is Bombardier' individualised
- Commented [PC4]:** New – Bombardier has 'new' (fresh, up-to-date, modern etc)
- Commented [PC5]:** Jet is a rather 'cool' word, usually we'd say plane or airplane, but we're using the word jet, it's energetic, adventurous and 'sci-fi' like.

- Commented [PC6]:** This is the 'caption' to the video (the frozen image is a Boeing plane) suggesting a 'new' and immediate airplane manufacturer in Boeing?
- Commented [PC7]:** Company 'backed' by government department, though more of an individual in contrast to the 'Bombardier... Canadian firm's...'
- Commented [PC8]:** Boeing Challenges Bombardier in the same way David Challenged Goliath?
- Commented [PC9]:** Size of tariff
- Commented [PC10]:** Jet as previously mentioned, however, now it's coupled with the word liner – luxury, cruise ship like
- Commented [PC11]:** Size of Boeing - Large
- Commented [PC12]:** Exporting the American dream
- Commented [PC13]:** Sole Producer – because there aren't many left, because they have held on when others have given up? OR Sole Producer – because they're the first, the forefront of industry and design?
- Commented [PC14]:** Suing – because Bombardier is like a Doctor accused of Malpractice.
- Commented [PC15]:** This is a switch from 'jet' which implied innovation, this implies tired and old, no?
- Commented [PC16]:** Like a dodgy used car salesman – they're selling at such low prices it's wrong and probably faulty?

subsidization of goods by foreign governments is something that the Trump Administration takes very seriously, and we will continue to evaluate and verify the accuracy of this preliminary determination."

The ruling announced Tuesday is the first of two in the case. The second is expected on as early as Oct. 5 and may add even more to Bombardier's tariff penalty. A final determination by the Commerce Department is expected in 2018.

[Related: This plane may vastly improve flying in the U.S., if it doesn't first start a trade war](#)

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Bombardier reacted to the decision, saying: "We strongly disagree with the Commerce Department's preliminary decision. The magnitude of the proposed duty is absurd and divorced from the reality about the financing of multi-billion dollar aircraft programs."

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[Related: Is Trump trying to start a trade war with Canada?](#)

Commented [PC17]: rebel

Commented [PC18]: foreign government

Commented [PC19]: this says "it's all about the evidence, so far we've come to these conclusions based on the evidence, and we'll continue to deliberate and examine all the evidence and make a considered and just decision based on this evidence and the facts"

Commented [PC20]: suggests multiple wrong-doing

Commented [PC21]: The company is personalised once again

Commented [PC22]: Penalty for a criminal

Commented [PC23]: After long careful examination of the evidence,

Commented [PC24]: Vastly Improve - suggests a superior product, a leading product, one we should champion.

Commented [PC25]: war/violence

Commented [PC26]: not just air but also rail, displays a picture of a corporate giant with hands in every pie

Commented [PC27]: size - giant

Commented [PC28]: claim by Boeing - they are hard done by, are they just moaning? is the turn in the article?

Commented [PC29]: Delta airlines 'said' (it's a company) it's made a statement of fact, this is a reliable fact, because it is said by a company Delta Airlines, we all know them, they have a good reputation, yes?

Commented [PC30]: As part of the investigation - suggests there was a big enquiry and thorough [criminal] investigation with lots of police and CSI guys, and Delta disclosed this as a witness would to the police, disclosed usually on its own implies willingly, not under pressure to.

Commented [PC31]: Steep Discounts like you'd expect at your local supermarket, these are common when you buy in bulk.

Commented [PC32]: size - heavy - tariff



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The **Canadian** government said the complaint was just as likely to threaten **U.S.** jobs as those in **Canada** and Northern Ireland. Freeland said the C Series **jet** supports an estimated 23,000 jobs in the U.S, including those in Connecticut, Florida, **New** Jersey, Washington, **New** York, Ohio, Kansas, Pennsylvania and Colorado.

The **jet's** advanced engines are manufactured in the **U.S.** by Pratt & Whitney, a unit of United Technologies, which supplies many parts of the **jet**.

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CNNMoney (Seattle) First published September 26, 2017: 6:41 PM ET

ARTICLE 1B

U.S. slaps stiff tariff on Bombardier's new jet

by Jon Ostrower @jonostrower September 27, 2017: 7:17 PM ET



Five new planes you'll be flying soon

The U.S. Commerce Department has backed Boeing in its challenge to Bombardier, recommending an enormous tariff on sales of the Canadian firm's C Series jetliner.

The initial ruling by the International Trade Administration, an arm of the Commerce Department, recommends a 219.63% tariff on the delivery of each airliner.

Boeing (BA), America's largest exporter and sole producer of commercial airliners, is suing Bombardier. At issue is whether the plane maker received financial backing from the Canadian government that allowed it to stay afloat and sell to Delta for what Boeing alleges were "absurdly low prices."

"The U.S. values its relationships with Canada, but even our closest allies must play by the rules," said Commerce Secretary Wilbur Ross in a statement. "The

Commented [PC33]: This theme of Nationalism vs Foreign is a motif used a lot in this article, some maybe coincidental, but to refer to Bombardier as 'Foreign', 'Canadian' and essentially 'other' - whereas Boeing is referred to as an American Company or simply Boeing.

Comment on this 'U.S.' - It's our Nation, it's 'us'.

14 Occurrences of the word 'U.S'

1 Occurrence of the word 'America's'

9 American cities are mentioned (excluding Seattle in the location of where the article was written and by which 'part' of CNN)

Commented [PC34]: This is OUR Government's department - it's about our Nation and our money, our shops, our jobs etc..

Commented [PC35]: The word 'Canada' appears 6 times.

The word 'Canadian' appears 8 times.

Canadian city 'Montreal' appears just once, no other Canadian cities are mentioned.

The use of 'Canadian firm' here suggesting it is a Canadian firm - not an American one, so foreign or alien, different, not 'us' - but more than that it is unnamed, (although previously named,) the sentence structure appears to have been structured in such a way as to 'alienate' or 'depersonalise' the company of Bombardier.

Commented [PC36]: The name International Trade Administration suggests that it's a very important organisation - a very large one too, because it's international, global

Commented [PC37]: The fact we're talking about 'an arm' suggests an arm, such an important organisation is ONLY an arm of our Commerce Department, that makes everyone sound very big and very important.

Commented [PC38]: The use of America's here implies that Boeing is our company, something we should have pride in. America's identity is tied up with Boeing.

Commented [PC39]: Foreign Giant Company = Bad, American 'Large' Company = Good

Commented [PC40]: Suggests they export 'America' that is the American ideals and vision - essentially they are part of and export the 'American dream'

Commented [PC41]: Sole Producer - because there aren't many left, because they have held on when others have given up? OR Sole Producer - because they're the first, the forefront of industry and design? This is something we should either protect as the last vestige of American-ness

Commented [PC42]: They [Bombardier] only exist because their government keeps them afloat, so they're not 'good' at business or 'good enough' for us Americans? This is a Foreign government financially supporting this interloper into the US market

Commented [PC43]: This is not worded to suggest equality in relationship, but that Canada is not as valuing of the relationship with the US, who are the 'stronger party'?

subsidization of goods by foreign governments is something that the Trump Administration takes very seriously, and we will continue to evaluate and verify the accuracy of this preliminary determination."

Commented [PC44]: Again a foreign government reference - they may be 'our closest allies' (also they might not be) but they're still foreign...

The ruling announced Tuesday is the first of two in the case. The second is expected on as early as Oct. 5 and may add even more to Bombardier's tariff penalty. A final determination by the Commerce Department is expected in 2018.

Commented [PC45]: Our "beloved" president, we don't call him 'The President' but Trump, he is everyman, and is fighting against foreign governments single-handedly possibly slightly derogatory not to use President Trump or speak of him as Mr President. It's also possible to see this as a battle between President Donald Trump and Canada/US's Closest Allies.

Related: This plane may vastly improve flying in the U.S., if it doesn't first start a trade war

Note this is a 'quotation' from a member of the 'Trump Administration' and not from CNN itself, CNN uses the phrase 'President Trump' which is far more respectful.

The dispute stems from a 2016 Delta Air Lines order from the Montreal-based air and rail giant for as many as 125 C Series aircraft. Boeing alleges government support helped its Canadian rival establish the all-new airliner at the expense of Boeing's own 737 jets.

Commented [PC46]: A French founded city in Canada, not a US City... alien

Boeing claims that Bombardier is selling each C Series jet to Delta for \$19.6 million. That's not accurate, said Delta, which disclosed its actual purchase price as part of the investigation.

Commented [PC47]: Rival here may be complimentary, but it seems more likely to being negative in connotation, they are the usurper of the American Boeing.

The jet's list price is nearly \$80 million, but steep discounts are common.

Commented [PC48]: Boeing the plaintiff turns to the government, your government to plead its case, plaintiff's are usually good guys against evil corporations right? eg Erin Brochovitch?

Boeing had recommended a heavy tariff on the C Series, paid by Delta or any U.S. airline importing the aircraft in what would be considered a major blow to Bombardier and its ability to establish the new jet in the world's largest aviation market. The preliminary decision by the trade commission for a 219.63% tariff was steeper than the 160% recommended by Boeing.

Commented [PC49]: American Businesses Have Special Relationships with their government? Does Boeing have a special relationship with the government? It seems to if it's making recommendations.

Bombardier reacted to the decision, saying: "We strongly disagree with the Commerce Department's preliminary decision. The magnitude of the proposed duty is absurd and divorced from the reality about the financing of multi-billion dollar aircraft programs."

Commented [PC50]: America is the world's largest aviation market - something else we can cheer about (as Americans)

The Canadian transportation giant's shares were hard hit Wednesday, closing down nearly 7.5% after rebounding from a nearly 14% plummet at the opening of trading.

Commented [PC51]: Foreign Giant Company = Bad, American 'Large' Company = Good

Related: Is Trump trying to start a trade war with Canada?



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British Prime Minister Theresa May had also sought to **intervene** in the dispute, asking **President Trump** to help protect jobs in **Northern Ireland**.

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The **Canadian** government said the complaint was just as likely to **threaten U.S. jobs** as those in **Canada** and Northern Ireland. Freeland said the C Series jet supports an estimated 23,000 jobs in the **U.S.**, including those in **Connecticut, Florida, New Jersey, Washington, New York, Ohio, Kansas, Pennsylvania and Colorado.**

Commented [PC52]: Note the use of the Canadian flag, clearly distinguish Bombardier as a foreign company.

Commented [PC53]: Introduction of the United Kingdom alongside Canada, aligning two foreign nations, note the use of Royal Canadian Airforce (rather than just Canadian Airforce) - Queen head of state, how un-American to have an unelected un-republican Monarch as head of state. U.K. our 'old oppressors' who we fought a war with to end their 'rule and tyranny' - and now they too are ganging up against us (with Canada, their 'ally' and former territory, part of the commonwealth).

Commented [PC54]: The use of threatens here is about other countries threatening the U.S company Boeing - it's an American company, "how dare they".

Commented [PC55]: Another foreign nation is introduced, they're part of the UK, so they've got a beef in this fight, and they're unhappy with American Boeing - and thus also with America?

Commented [PC56]: She's a foreign prime minister, remember she's not as important as a president...

Commented [PC57]: This suggests Theresa May had tried but failed to intervene, she 'had also sought to...' but failed?

Commented [PC58]: The impertinence, the audacity, foreign dignity (British Prime Minister Theresa May) intervening, interjecting, interloping on our sovereign nation's business, on our country's pride, telling us 'how to run things'.

Commented [PC59]: Respectful use of the word 'President Trump' from CNN, earlier it came from an 'official' of the Trump Administration - here CNN have placed President Trump, in relations to the British Prime Minister - a president beats a prime minister. This is to suggest that she (Theresa May) is 'asking' is pleading, is beseeching the higher authority, the office and authority of the president.

Commented [PC60]: This is probably a typo, but maybe deliberate - if so it's 'maligning' and sidelining another nation - because it's foreign, because it's not American?

Commented [PC61]: American Jobs, whose threatening American Jobs, the Complainer - whose that, Boeing, what, but aren't they the pride of America - oh this comes from the Canadian government, not sure we can trust them, but look... they (Bombardier) employes 23,000 people in the US, and in places [near me] Connecticut, Florida, New Jersey, Washington, New York, Ohio, Kansas, Pennsylvania or Colorado.

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KEY

U.S and American

Canadian

Other Foreign Nations

Titles (President, [Government] Secretary, Prime Minister, [Government] Minister)

Commented [PC62]: Another American company we can be proud of - but this Bombardier employing them, maybe they (Bombardier) aren't all bad?

Commented [PC63]: Public Support by members of our elected Congress - and other elected officials, our whole democracy is involved, some [unnamed] are supporting Bombardier, our president [do we trust him] is supporting Boeing, maybe Bombardier is the victim here? Maybe this isn't about American pride, maybe its about American jobs?

Commented [PC64]: Not only does Bombardier, this Canadian interloper, have the support of Delta Airlines (the second largest airline in the US, est. 1929) but it also has the support of two 'everyman' low-cost airlines - JetBlue (est. 1998) and Spirit Airlines (est. 1980, became low-cost in 2007) - maybe Bombardier is the 'everyman' aircraft manufacturer and not American dream - Boeing?

Commented [PC65]: beyond Boeing - suggesting there is something more than simply an American choice?

Commented [PC66]: That other giant non-American airplane manufacturer Airbus makes an appearance, they're European, didn't Boeing recently 'deal' with them on a similar issue - yes, Boeing were proved right there by the ITA/DoC.

Commented [PC67]: Boeing's relationship with the government is either really good (the government gave them more than they asked for) or Boeing didn't realise they were kicking a hornets nest? And maybe our American friends at Boeing are in too deep?

Commented [PC68]: So, the Canadians, Bombardier don't have to pay this, this is actually a 'sanction' on our American airlines?

Commented [PC69]: Is this an American company giving scraps to another one of our American companies?

Commented [PC70]: Delta - 2nd largest US airline - that's something to be proud of!

Commented [PC71]: Used jets - not new, Boeing wanted us to fly in old second-hand plaes?

Commented [PC72]: Who was this manufacturer, were they American?

Commented [PC73]: US Jobs are not at risk, this is the essential end to the article - it's hope, once this decision is reversed (because it's preliminary) everything will fine, right? And this doesn't threaten Boeing, not really, they don't make this type of plane, this is a storm-in-a-tea-cup, Boeing are just being greedy, right? American's can sleep safe tonight, right?

ARTICLE 1C - CONFRONTATION

U.S. slaps stiff tariff on Bombardier's new jet

by Jon Ostrower @jonostrower September 27, 2017: 7:17 PM ET



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"The U.S. values its relationships with Canada, but even our closest allies must play by the rules," said Commerce Secretary Wilbur Ross in a statement. "The

Commented [PC74]: This is an example of the use of 'violence' in the article - but it's not just about violence, there's also phrases that suggest conflict and war as well as the need to 'protect' as you would in a war.

Commented [PC75]: Boeing are being backed-up, supported, and 'encouraged' - they are 'not alone' against (see the extended list of "Anti-Boeing" and "Anti-American" companies as the article progresses.

Commented [PC76]: Boeing is in conflict with Bombardier, they have 'challenged' Bombardier.

Commented [PC77]: "The strong arm of the law" the ITA is the 'Arm' of the Commerce Department - they are it's 'fighting hand'

Commented [PC78]: What suggests conflict more than suing, in this case it's Boeing suing Bombardier - it's like suing a malpracticing doctor, or heavens forbid the lawyer who couldn't get you off death row, despite the fact you killed that man in front of a roomfull of people

'Suing' appears once, 'Sue' also appears once

Commented [PC79]: You may be our closest allies, you may not be, we're not actually specifying that, but if you want to be, you have to abide by [our] rules, and also, in war everyone needs allies, if America is not at war, why do they need allies, can't we all just be friends?

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Related: Is Trump trying to start a trade war with Canada?

Commented [PC80]: This is Crime and Punishment season, and the naughty Bombardier are being sentenced, the penalty is not life imprisonment, no we're going to slap a huge tariff on them, because nothing hurts a business man (or government, which clearly we want to do with Canada - because they're keeping Bombardier afloat) than charging them lots of money...

Commented [PC81]: This 'related' article blatantly describes the situation as the spark that starts the trade war, kind of like shooting that Serbian Arch-Duke, Ferdinand, in 1914...

Commented [PC82]: Dispute is quite tame, it is a dispute, it is a conflict, and the word 'dispute' appears 5 times in the article.

Commented [PC83]: Rival could be a positive thing - the rival in a race, but generally it has negative connotations - the rival to the crown, a usurper, a rebellion (not a revolution) - the political rival, the business rival trying to 'steal' from Boeing is Bombardier.

Commented [PC84]: Cue the music, this is CSI-Internal Trading Standards - the crime lab will be up until the small hours searching out the details of this one, it's an investigation because Bombardier has tried to steal and kill Boeing?

Commented [PC85]: We're knocking out the giant... yes Boeing and the US Government are trying to knock out in a major blow the massive (revenue - \$16.34 billion US) company of Bombardier, note that Boeing has a revenue of \$94.57 billion USD and the US Government has a \$3.3 trillion (3.3% of GDP) - so Bombardier really is an evil giant, note these facts were left out of the article, not interesting, or just not important?

Commented [PC86]: Reacted, reactionary, quick-to-respond, suggests a hot-headness, a quick-to-anger personality.

Commented [PC87]: This again comes up with the David and Goliath motif, but hard-hit is a violent term...

Commented [PC88]: Like David 'Closed down' Goliath

Commented [PC89]: The rock hit Goliath, and he plummet[ed] to the ground...

Commented [PC90]: It's interesting how the 'related articles' blatantly use words like 'war' and the main article doesn't... It appears in 2 related articles out of three.



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Related: Justin Trudeau warns Boeing over trade **dispute**

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Commented [PC91]: Healthy competition (as we define it) however, this is protecting that, we don't want competitors to feel they can't be a competitor, we love the dog-fight of a good trade dispute, because it hits our profits, apparently... Boeing strike me as failing to realise some key points - they appear to be trying to stifle competition, which they deny, they previously went through a similar process like this against Airbus, the European Giant Aerospace manufacturer, and Airbus was considered 'innovative' and Bombardier are painted in much the same light, it seems that Boeing really doesn't like competition (which business does, they love the money the government of the US pays them, they don't want anyone else sharing that) and apparently they don't want too much innovation (R&D is expensive as it is, let alone 'untested' and 'new' designs!) despite saying they do welcome competition and innovation, I think that's a polite way of distancing themselves from the truth, and misdirecting journalists and the people, maybe? I should write some lines as punishment - "I must be less cynical".... 400 enough?

The word 'Competition' appears twice, the word 'compete' appears once, also appearing once is the word 'competes'.

Commented [PC92]: Who wants to play football (US or British Football) uphill, we can't have a fair 'commercial' fight if you've got all these subsidies, we don't get those, we just get lots of money from the government of the US, that's different...

Commented [PC93]: This is a trade war, and now there's threats - from Canada (thought they were the nice people up North) - anyway, they want to 'Shoot down' our American agreement with their Air Force, this is war, this is conflict, this is me writing ridiculously late at night! You don't buy the guns from your enemy, maybe Canada think we (America) are their enemy.

Commented [PC94]: Canada is claiming the US and Boeing are trying to eliminate, that this is the goal, as David felled Goliath and 'eliminated' him from life, Boeing are trying to eliminate Bombardier from the civil aviation market.

Commented [PC95]: The language of nations at war - protecting the citizens the innocent, in this case the Northern Irish Jobs, and possibly (though not noted here) her own government who are being propped up by the DUP, whilst mentioned in the CBC.ca article, this is a side-issue, but clearly not important enough for the American's to concern themselves with, perhaps?

The jet's advanced engines are manufactured in the U.S. by Pratt & Whitney, a unit of United Technologies, which supplies many parts of the jet.

As a result, Bombardier had drawn the public support of members of Congress and elected officials and even U.S. airlines like JetBlue Airways and Spirit Airlines who wanted to expand the range of options for commercial airliners beyond Boeing and its European rival Airbus.

The steep tariff, which is far in excess of the 160% Boeing had requested, amounts to making Delta pay the roughly \$5.6 billion list price for the 75 jets it has on firm order. In the airline industry, commercial buyers do not pay list price and typically command steep discounts of 40% to 60%. Each CS100 jet has a list price of nearly \$80 million.

Bombardier also maintains that the smallest single-aisle 737 does not compete with the CS100, the roughly 110-seat Bombardier model purchased by Delta. During the 2016 competition, Boeing offered Delta, the second largest U.S. airline, used jets from another manufacturer.

Delta (DAL), which will use the jet on short and medium range flights around the U.S., cautioned that the ITC's decision was preliminary.

"We are confident the USITC will conclude that no U.S. manufacturer is at risk because neither Boeing nor any other U.S. manufacturer makes any 100-110 seat aircraft that competes with the CS100."

CNNMoney (Seattle) First published September 26, 2017: 6:41 PM ET

Commented [PC96]: When at war tell everyone they're not at risk, it calms them down? Maybe there is a reason to see anyone being at risk, because to say they are is to encourage outrage, anger and dissatisfaction amongst your workers? However, maybe no one is at risk, a pure statement, but clearly one made in the same sense as to protect, we must protect those who are and aren't (at this stage) at risk... No one's at risk, this is good, positive, in a confusing and war-like situation this is good and encouraging news.

ARTICLE 1D

U.S. slaps stiff tariff on Bombardier's new jet

by Jon Ostrower @jonoostrower September 27, 2017: 7:17 PM ET



Five new planes you'll be flying soon

The U.S. Commerce Department has backed Boeing in its challenge to Bombardier, recommending an enormous tariff on sales of the Canadian firm's C Series jetliner.

The initial ruling by the International Trade Administration, an arm of the Commerce Department, recommends a 219.63% tariff on the delivery of each airliner.

Boeing (BA), America's largest exporter and sole producer of commercial airliners, is suing Bombardier. At issue is whether the plane maker received financial backing from the Canadian government that allowed it to stay afloat and sell to Delta for what Boeing alleges were "absurdly low prices."

"The U.S. values its relationships with Canada, but even our closest allies must play by the rules," said Commerce Secretary Wilbur Ross in a statement. "The

Commented [PC97]: US:
Bullying, Violence, Aggression towards Bombardier, not by Boeing, but by the United States.
#GoliathLike

Commented [PC98]: TARIFF:
Stiff - Old, tired, and bored, hard and rigid, no room for manover, this is a case of following the rules, no room for the spirit of innovation.
#GoliathLike

Commented [PC99]: BOMBARDIER:
new, fresh exciting.
#DavidLike

Commented [PC100]: BOMBARDIER:
Jet is more youthful, more sci-fi, futureistic and forward-looking than the aged words airplane, aircraft, the latter though could be said to be innovative, because of the concept of crafting, creating, artisic.
#DavidLike

Commented [PC101]: BOEING:
This is the 'caption' to the video (the initial still image is a Boeing plane) suggesting a 'new' and immediate airplane manufacturer in Boeing,
#DavidLike

Commented [PC102]: TARIFF:
Here the giant is the tariff, far exceeding expectations, its huge!
#GoliathLike

Commented [PC103]: BOMBARDIER:
Jet is both youthful and fresh, coupled with liner it conjures images of cruise ships and luxury (or the Titanic if you're feeling a little depressed)
#DavidLike

Commented [PC104]: BOMBARDIER:
Similar connotaton to JetLiner - Luxury, but also youthfulness, airy, (rather than airo)
#DavidLike

Commented [PC105]: BOEING:
This is the 'biggest' size Boeing get in this article, they're not a giant, they're just the largest.
#GoliathLike

Commented [PC106]: BOEING:
We have already commented in previous anlysis of this article about the 'sole producer' motiff, and it certainly makes one think of David and not Goliath.
#DavidLike

Commented [PC107]: BOEING:
See comment above about 'airline' and 'jetliner' - here it is applied to Boeing not Bombardier.
#DavidLike

Commented [PC108]: BOMBARDIER:
They have a big brother, it's called the Canadian Government, who fund them, like Frank Sinatra got money from the Mafia (maybe) - anyway the point here is that they have a huge big brother and they're ganging up on poor Boeing and the US of A.
#GoliathLike

subsidization of goods by foreign governments is something that the Trump Administration takes very seriously, and we will continue to evaluate and verify the accuracy of this preliminary determination."

The ruling announced Tuesday is the first of two in the case. The second is expected on as early as Oct. 5 and may add even more to Bombardier's tariff penalty. A final determination by the Commerce Department is expected in 2018.

Related: This plane may vastly improve flying in the U.S., if it doesn't first start a trade war

The dispute stems from a 2016 Delta Air Lines order from the Montreal-based air and rail giant for as many as 125 C Series aircraft. Boeing alleges government support helped its Canadian rival establish the all-new airliner at the expense of Boeing's own 737 jets.

Boeing claims that Bombardier is selling each C Series jet to Delta for \$19.6 million. That's not accurate, said Delta, which disclosed its actual purchase price as part of the investigation.

The jet's list price is nearly \$80 million, but steep discounts are common.

Boeing had recommended a heavy tariff on the C Series, paid by Delta or any U.S. airline importing the aircraft in what would be considered a major blow to Bombardier and its ability to establish the new jet in the world's largest aviation market. The preliminary decision by the trade commission for a 219.63% tariff was steeper than the 160% recommended by Boeing.

Bombardier reacted to the decision, saying: "We strongly disagree with the Commerce Department's preliminary decision. The magnitude of the proposed duty is absurd and divorced from the reality about the financing of multi-billion dollar aircraft programs."

The Canadian transportation giant's shares were hard hit Wednesday, closing down nearly 7.5% after rebounding from a nearly 14% plummet at the opening of trading.

Related: Is Trump trying to start a trade war with Canada?

Commented [PC109]: BOMBARDIER: Similar theme to the last point above, the idea that they're being subsidized in their 'activity' by a foreign interloping government. #GoliathLike

Commented [PC110]: BOMBARDIER: Not just once they did something wrong but twice - well that's the inference, they're twice as bad and naughty as before. #GoliathLike

Commented [PC111]: BOMBARDIER: Only naughty criminals get punishments, this is theirs a penalty, justly deserved? #GoliathLike

Commented [PC112]: BOMBARDIER: This 'Related' article highlights that the CS100 is a plane that vastly improved flying in the US, it is innovative, and better, new too... #DavidLike

Commented [PC113]: BOMBARDIER: Firstly note that it says air and rail - suggesting a corporation with its hands in many pies, not a specialist, but a hack-job? Also note the use of the word Giant to describe Bombardier (we've noted before that Boeing is never described as a giant, but also that Bombardier is despite the huge financial revenue gap, with Boeing having a far higher revenue than Bombardier)... Anyway the word Giant to describe Bombardier twice in the article... #GoliathLike

BOEING: Where's there's a giant there's someone who isn't - well usually... ignoring the facts CNN don't present, one would be left assuming that Boeing is being bullied by a bigger boy if

Commented [PC114]: BOMBARDIER: Government support

Commented [PC115]: BOMBARDIER:

Commented [PC116]: BOMBARDIER: Not just new but ALL-NEW, and it's that 'airy' luxury liner

Commented [PC117]: BOEING: #DavidLike

Commented [PC118]: BOMBARDIER: #DavidLike

Commented [PC119]: BOMBARDIER: #DavidLike

Commented [PC120]: TARIFF: Heavy, weighted, cumbersome.

Commented [PC121]: BOMBARDIER:

Commented [PC122]: BOMBARDIER:

Commented [PC123]: BOMBARDIER: #DavidLike

Commented [PC124]: US [MARKET]: World's Largest, still not a giant... anyway, this is Goliath !!

Commented [PC125]: US/TARIFF:

Commented [PC126]: BOMBARDIER: #DavidLike

Commented [PC127]: BOMBARDIER:



Boeing in a statement hailed the result, saying, "This dispute has nothing to do with limiting innovation or competition, which we welcome. Rather, it has everything to do with maintaining a level playing field and ensuring that aerospace companies abide by trade agreements."

The dispute has drawn in the leaders of Canada and the United Kingdom and now threatens to shoot down a \$5.2 billion Boeing F/A-18 Super Hornet fighter deal with the Royal Canadian Air Force if the case isn't dropped or settled.

"We won't do business with a company that's busy trying to sue us and put our aerospace workers out of business," Canadian Prime Minister Justin Trudeau said earlier this month. Bombardier's aerospace division employs 28,500 worldwide, including 4,000 in Northern Ireland where the jet's wings are manufactured.

Related: Justin Trudeau warns Boeing over trade dispute

Chrystia Freeland, Canada's Foreign Affairs Minister, said: "While this is only a preliminary stage in the investigation, and no duties can be imposed until the final investigations are completed, Canada strongly disagrees with the anti-dumping and countervailing duty investigations into imports of Canadian large civil aircraft. This is clearly aimed at eliminating Bombardier's C Series aircraft from the U.S. market."

British Prime Minister Theresa May had also sought to intervene in the dispute, asking President Trump to help protect jobs in Northern Ireland.

"Bitterly disappointed by initial Bombardier ruling," May tweeted on Wednesday. "The government will continue to work with the company to protect vital jobs for Northern Ireland."

The Canadian government said the complaint was just as likely to threaten U.S. jobs as those in Canada and Northern Ireland. Freeland said the C Series jet supports an estimated 23,000 jobs in the U.S, including those in Connecticut, Florida, New Jersey, Washington, New York, Ohio, Kansas, Pennsylvania and Colorado.

Commented [PC128]: BOEING:
The spirit of David - being innovative, competitive and yet being fair...
#DavidLike

Commented [PC129]: BOEING: #DavidLike

Commented [PC130]: BOMBARDIER:
They don't just have the Canadian government but also leaders from Canada and the UK... they're really bullying and ganging up on Boeing/the USA.
#GoliathLike

BOEING: #DavidLike

Commented [PC131]: BOMBARDIER:
Friends of Bombardier are now threatening Boeing...
#GoliathLike

BOEING:
Boeing are being threatened by friends of Bombardier.
#DavidLike

Commented [PC132]: BOMBARDIER:
Their friends are not just issuing threats but also ultimatums...
#GoliathLike

BOEING:
When being bullied you're always the weaker party, right?
#DavidLike

Commented [PC133]: BOEING:
Boeing are the bulls here - trying to sue us and cost us jobs...
#GoliathLike

Commented [PC134]: BOMBARDIER:
Boeing employs more globally, but you wouldn't know that, look how many people Bombardier employs...
#GoliathLike

Commented [PC135]: BOMBARDIER: #DavidLike

Commented [PC136]: BOEING:
Boeing have accused us (Bombardier/Canada) of this, it's n...

Commented [PC137]: BOEING:

Commented [PC138]: BOMBARDIER:
We've already commented on the 'friends of Bombardier' trying to bully the President now...

Commented [PC139]: BOMBARDIER:
Not just friends and support from the Canadian government but also the British government.

Commented [PC140]: BOMBARDIER: #GoliathLike
BOEING: #DavidLike

Commented [PC141]: BOEING:
Boeing are being cast (by the Canadian government) as 'just as likely to threaten' jobs in the US with their complaint.

Commented [PC142]: BOMBARDIER: #DavidLike

Commented [PC143]: BOMBARDIER:
They're massive (if you ignore the unreported size of Boeing, then they'd be tiny, but let not the facts disturb an exciting

The jet's advanced engines are manufactured in the U.S. by Pratt & Whitney, a unit of United Technologies, which supplies many parts of the jet.

As a result, Bombardier had drawn the public support of members of Congress and elected officials and even U.S. airlines like JetBlue Airways and Spirit Airlines who wanted to expand the range of options for commercial airliners beyond Boeing and its European rival Airbus.

, which is far in excess of the 160% Boeing had requested, amounts to making Delta pay the roughly \$5.6 billion list price for the 75 jets it has on firm order. In the airline industry, commercial buyers do not pay list price and typically command steep discounts of 40% to 60%. Each CS100 jet has a list price of nearly \$80 million.

Bombardier also maintains that the smallest single-aisle 737 does not compete with the CS100, the roughly 110-seat Bombardier model purchased by Delta. During the 2016 competition, Boeing offered Delta, the second largest U.S. airline, used jets from another manufacturer.

Delta (DAL), which will use the jet on short and medium range flights around the U.S., cautioned that the ITC's decision was preliminary.

"We are confident the USITC will conclude that no U.S. manufacturer is at risk because neither Boeing nor any other U.S. manufacturer makes any 100-110 seat aircraft that competes with the CS100."

CNNMoney (Seattle) First published September 26, 2017: 6:41 PM ET

KEY

Innovation, Youthfulness, Adventure - 'David like Characteristics'

Size 'Goliath Like'

Bully, Aged, Old, Corporate - Goliath like Characteristics

Size & Goliath Like Characteristics

- Commented [PC144]: BOMBARDIER: #DavidLike
- Commented [PC145]: BOMBARDIER: Advanced engines implies science and innovation and the spirit of adventure.... #DavidLike
- Commented [PC146]: BOMBARDIER: #DavidLike
- Commented [PC147]: BOMBARDIER: The crowd supports the young boy... #DavidLike
- Commented [PC148]: BOMBARDIER: By association with younger companies, Bombardier is cast as one of the young one's, like David... #DavidLike
- Commented [PC149]: US AIRLINES: Wishing to go-beyond, expansion and adventure #DavidLike
- Commented [PC150]: AIRBUS/BOEING: Airbus is seen as a jet manufacturer as well as an innovative one, by association with Boeing they're very #DavidLike, however, because they're seen as being old and stifling (airlines want to look 'beyond' them) it's actually the conception of old and decrepid, failing and GoliathLike. #GoliathLike
- Commented [PC151]: BOEING: The US government, at Boeing's request, is bullying Delta Airlines #GoliathLike
- Commented [PC152]: BOMBARDIER: #DavidLike
- Commented [PC153]: BOMBARDIER: #DavidLike
- Commented [PC154]: BOEING: We previously mentioned how this appears to be Boeing offering the scraps to Delta, expecting them to accept it, like a good subservient pet... painting the second largest ariline in the US as the 'bullied' really makes Boeing seem huge and powerfully, but in this case it was a failed attempt to keep Delta inline - well so far, have to await the final decision regarding this case... #GoliathLike
- Commented [PC155]: BOMBARDIER: #DavidLike

ARTICLE 2A

Boeing lands direct hit in Bombardier fight, but battle is far from over

Trade expert: 'I'm having a hard time figuring out how Boeing was harmed by this'

CBC News Posted: Sep 27, 2017 9:53 AM ET Last Updated: Sep 27, 2017 2:39 PM ET



If the ruling is upheld, a duty of 220 per cent will be levied on every CSeries jet that Bombardier sells to a U.S. company. (Ryan Remiorz/Canadian Press)

Related Stories

- 'The war is far from over — and we shall win,' Quebec premier says after Bombardier ruling
- Boeing Super Hornet jet purchase likely to become 1st casualty in possible trade war
- Boeing says trade complaint against Bombardier designed to prevent larger CSeries
- Bombardier looking beyond Tuesday's duty decision as workers rally in Toronto
- Bombardier's bad day: locked out of European rail merger & hefty CSeries duties in U.S.

U.S. aerospace giant Boeing has scored a major victory against Canadian rival Bombardier after Washington's decision Tuesday to impose punitive duties of up to 220 per cent on the latter's jets, but the dogfight is just beginning.

The Commerce Department decided on Tuesday to impose countervailing duties on Bombardier's CSeries jets sold in the U.S., agreeing with Boeing's position that the Canadian government unfairly subsidizes the company to build them. That could put major deals like the one with Delta last year to buy up to 125 of the jets in doubt, and bring more repercussions on all sides.

Bombardier calls 220% duty 'absurd'

The list price of the Bombardier-Delta deal was \$6 billion, although the airline likely paid much less for buying jets in such great volume.

Bombardier shares lost about eight per cent on the TSX on Wednesday, changing hands at \$2.07 a share. Boeing, meanwhile, was up slightly on the NYSE.

Commented [PC156]: Violence

Commented [PC157]: Violence

Commented [PC158]: Violence

Commented [PC159]: violence

Commented [PC160]: war

Commented [PC161]: Size of Boeing - Giant

Commented [PC162]: Considering the over-whelming positive approach to Bombardier this article has, it seems unlikely that rival here is meant in any other way than a positive one, opposed to how CNN presented them. It seems also unlikely that it is meant entirely positive, but rather a more neutral statement of fact. This is probably the only major presentation of a David and Goliath situation in the whole article.

Commented [PC163]: Violence

Commented [PC164]: Impose suggests force and is negative against the Commerce Department.

Commented [PC165]: Although seeming negative, it seems likely that this is just a statement of fact.

Commented [PC166]: perilus situation

Commented [PC167]: No article puts an exact statement of how much, but this seems to be the concensus, that a large Company like Delta got a huge discount, which according to CNN is standard practice.

Commented [PC168]: A sympathy for Bombardier, less dramatic language than CNN.

"The U.S. government is taking an aggressive stance on this issue," Morningstar analyst Chris Higgins said. "There are avenues for Bombardier to appeal, so this dispute may drag out."



The dispute between Boeing and Bombardier comes against the backdrop of ongoing NAFTA negotiations between Mexico, Canada and the U.S. for a new free trade deal. (Judi Bottoni/Associated Press)

Indeed, Bombardier has many options to launch an appeal, including the U.S. Court of International Trade, NAFTA and even the World Trade Organization.

Regardless of the outcome, there are other fights underway between the two companies, including an anti-dumping complaint from Boeing that's expected to be ruled on next week, and a major one expected in the spring to determine how much Boeing's business has actually been harmed by the alleged subsidies.

Proving that its business was harmed by the Bombardier-Delta deal will be hard, Dan Pearson of the Cato Institute said, because Boeing didn't have any suitable jets to bid on the deal at the time.

"This (ITC case) cannot be a slam dunk," the former ITC chairman said. "I'm having a hard time figuring out how Boeing was harmed by this."

• **'America last' is dangerous response to Trump's bullying**

His colleague Dan Ikenson at the libertarian think-tank agrees, saying: "I can't understand their claim of injury They don't even make these damned planes."

He also noted the irony of Boeing suing anyone over government assistance — when it's the No. 1 recipient of government support through the U.S. Export-Import Bank, referred to jokingly in Washington as, "the Bank of Boeing."

"Boeing is very much at the trough," Ikenson said.

It's not yet clear what avenue Canada will choose to focus on in its appeal, but if the initial ruling is upheld, the duties that make the jets more than three times as expensive would be due as soon as Bombardier starts delivering the jets to Delta, which isn't expected to happen until next spring.

• **Don Pittis: Easy to forget taxpayer investments**

Most analysts expected Boeing to prevail, but not for the duty imposed to be so harsh: Boeing itself had only lobbied the government to impose a duty of 80 per cent on the Bombardier jets, not the 220 per cent that was handed out.

Commented [PC169]: aggression/violence

Commented [PC170]: not all hope is lost

Commented [PC171]: the repetition of the idea that is going to be a long war not just a battle and that the war is not over yet.

Commented [PC172]: positive, uplifting, Bombardier can fight on

Commented [PC173]: violence

Commented [PC174]: actually is often used to say 'it hasn't really but they claimed it' - e.g. how much was that new CD, reply - it actually wasn't very expensive (meaning it was more than the asker would like it to have been!)

Commented [PC175]: Boeing have made a claim, but proving it 'will be hard' - that is to say very difficult, this is supported by two 'experts'.

Commented [PC176]: The irony of the harm to Boeing is that technically they don't make these planes, so they haven't actually been harmed...

Commented [PC177]: The added irony of Boeing being as much if not more in the 'trough' of government subsidies as anyone else, however, the US system, from my understanding, is that these are not considered subsidies by the US government, the cynic in me adds - unless another government gives them out, then its a subsidy.

Commented [PC178]: suggests theres a whole multitude of grounds for appealing this decision.

Commented [PC179]: Again this isn't that far away, but alot can happen between now and then I suppose.

Commented [PC180]: Like most readers expected Goliath to win against David?

Commented [PC181]: seemingly more sympathy for Bombardier

Commented [PC182]: A case of be careful what you wish for?

Commented [PC183]: Like we should be thankful for - like Oliver Twist, and yet we're not because it's too much hardship and not enough fairness?

Quebec Premier Philippe Couillard said he is urging Ottawa to take a very "hard line" with Boeing over the Super Hornet deal — and any others. "Not a bolt, not a part, not a plane from Boeing [should be] entering Canada until this conflict is resolved in a satisfactory way," he said.



The Canadian government is supposed to buy up to 18 Super Hornet jets from Boeing, but that deal may now be in doubt.

Construction of the CSeries also affects the U.S. economy, too, as Bombardier says more than half of the jet's components are made by U.S.-based companies, and the jet's manufacturing supports more than 22,000 jobs across 17 U.S. states.

"We will always defend Canadian companies and Canadian workers against unfair and costly protectionism," Foreign Affairs Minister Chrystia Freeland said.

As of last year, Boeing employed more than 2,000 people in Canada, at 10 locations across the country.

The companies have so much at stake, that it's quite possible both could lose in this dispute, Higgins said. Bombardier may be locked out of the world's largest jet market, but Boeing could lose orders for up to 65 jet orders from the Canadian government.

• **Trump's NAFTA talk ignores threat of disruption**

The high profile dispute is also happening against the backdrop of ongoing NAFTA renegotiations, as officials from Mexico, Canada and the U.S. are currently trying to hammer out a new free trade agreement in discussions that have reportedly been very hostile at times.

The repercussions could extend across the Atlantic, too, as Bombardier has a major presence in the United Kingdom where parts of the CSeries are assembled. With 4,200 workers at a Belfast facility making CSeries parts, Bombardier is one of the largest manufacturers left in Belfast, a former industrial powerhouse.

Boeing's move to hurt Bombardier is a political headache for Britain's governing conservatives, who are propped up in part by a coalition including the Northern Irish Democratic Unionist Party.

• **Bombardier executive pay puts politicians in tight spot**

"This is not the behaviour we expect from Boeing and it could indeed jeopardise our future relationship with them," British Defence Secretary Michael Fallon told reporters in Belfast. "Boeing has significant defence contracts with us and still expects to win further contracts. Boeing wants and we want a long-term partnership but that has to be two-way."

The battle is far from over, but Boeing wasted no time in declaring an early victory on Tuesday.

Commented [PC184]: Whilst Bombardier is facing heavy tariffs, Boeing is now facing losing its contracts...

Commented [PC185]: Suggesting there were other contracts with Boeing in the pipeline.

Commented [PC186]: conflict

Commented [PC187]: This is rather 'ultimatum' style language.

Commented [PC188]: Feels a bit like CBC is pointing at the dumb kid eating the glue-stick and laughing here (albeit mutedly) - the US government being the dumb kid (no reference to individuals living or dead) and that this dumb kid is celebrating a victory whilst shooting itself in the foot -kinda like that texan cow-boy character in the Simpsons.

Commented [PC189]: widespread manufacturing process supporting lots of jobs across the equivalent of 34% of the states of the USA.

Commented [PC190]: America's nationalism is possibly being seen as protectionism? Also know the use of defend (war-like language) as well as the use of Canadian twice, suggesting a semi-nationalistic protectionism in itself?

Commented [PC191]: no winner (in dispute)

Commented [PC192]: violence

Commented [PC193]: violence

Commented [PC194]: violence

"Subsidies enabled Bombardier to dump its product into the U.S. market, harming aerospace workers in the United States and throughout Boeing's global supply chain."

Boeing's goal isn't to stifle competition, but rather the dispute is about "maintaining a level playing field and ensuring that aerospace companies abide by trade agreements," Boeing said.

Couillard, meanwhile, insisted at a press conference Wednesday morning that the decision will not stand. "Boeing may have won a battle but let me tell you the war is far from over — and we shall win," Couillard said.

Commented [PC195]: violence

Commented [PC196]: violence

Corrections

- An earlier version of this story incorrectly identified Chrystia Freeland as Trade minister. In fact, she's Canada's minister of Foreign Affairs.

Sep 27, 2017 10:35 AM ET

With files from Reuters and The Canadian Press

ARTICLE 3A

Bombardier-Boeing dispute explained

By John CampbellBBC News NI Economics & Business Editor
26 September 2017



Image

copyright ?ACEMAKER Image captionThe wings for Bombardier's C Series planes are made in Belfast

The US trade investigation to which Bombardier is being subjected is a complex, multi-stage process.

It involves the interplay of two government agencies, the Department of Commerce and the US International Trade Commission (USITC).

The USITC effectively ruled there was an arguable case against Bombardier, moving the complaint to the next stage.

Now, it is up to the Department of Commerce to make a preliminary finding on whether Bombardier has in fact received subsidies or is selling below cost.

That is the verdict which is due to be delivered this week.

There is a growing consensus among aerospace and trade experts that the finding will go against Bombardier.

The Department of Commerce could announce a preliminary tariff on the C-Series, raising the cost of importing the plane to the United States.

Commented [PC197]: Fairly neutral word: compare to other articles that use conflict, argument, friction, quarrel, etc

Commented [PC198]: United States, foreign

Commented [PC199]: Serious and important

Commented [PC200]: Negative: suggests Bombardier is being unnecessarily put through an ordeal

Commented [PC201]: Difficult, convoluted, intense

Commented [PC202]: Long, drawn out

Commented [PC203]: Negative? Fight, conflict

Commented [PC204]: Serious: government involvement

Commented [PC205]: Internal

Commented [PC206]: National, important

Commented [PC207]: Essentially, not really confirmed, paraphrase

Commented [PC208]: Not definite, still doubt as to whether there is a case, disbelief

Commented [PC209]: Place blame/onus on Department of Commerce

Commented [PC210]: New, early, beginning – not final

Commented [PC211]: Suggests doubt

Commented [PC212]: Suggests court of law, connotations of guilt and blame

Commented [PC213]: Eagerly anticipated, mail, birth

Commented [PC214]: Birth, brought to life

Commented [PC215]: Positive, despite what it is actually saying

Commented [PC216]: Knowledgeable

Commented [PC217]: Still positive, nice light language, fairly neutral

Commented [PC218]: Possible, not confirmed, hearsay

Commented [PC219]: Declaration, positive

Commented [PC220]: New, early, beginning – not final

Commented [PC221]: Money, financial ramifications

Commented [PC222]: Worriesome for readers



Media caption The history of Bombardier in Northern Ireland That should not have a huge immediate practical impact as it will be the spring of 2018 before Bombardier delivers any C-Series to Delta, its US customer.

If the finding does go against Bombardier, the investigation moves to the next stage, with attention switching back to the USITC for its final ruling.

The role of the USITC at this stage is to assess if damage has been caused to a US company, in this case Boeing, as a result of the subsidies or below cost selling.

This verdict, due to be delivered in February 2018, will be the key one.

But even that may not be the end of the process.

USITC determinations can be appealed to the US Court of International Trade or, as this is a case involving Canada, to a disputes panel of the North American Free Trade Agreement (Nafta).

Ultimately the government of Canada could pursue a case against the US at the World Trade Organisation.

Related Topics

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- Commented [PC223]: Absurdly large connotations,
- Commented [PC224]: Soon, right now, no consequences,
- Commented [PC225]: Pragmatic, applied, realistic,
- Commented [PC226]: Influence, effect
- Commented [PC227]: Written in a way to suggest this is far away – logistically only a few months away
- Commented [PC228]: Suggests other customers
- Commented [PC229]: Tarriff is effectively useless as it does not come into effect immediately
- Commented [PC230]: Implies finding will NOT go against Bombardier - bias
- Commented [PC231]: Suggests Bombardier hogging attention and limelight
- Commented [PC232]: Reminiscent of a court judgement, ruling – guilty or not guilty
- Commented [PC233]: Fairly neutral
- Commented [PC234]: Suggests role will change – perhaps for the worse
- Commented [PC235]: Assess – like a doctor assesses
- Commented [PC236]: Violent, negative, irreparable
- Commented [PC237]: Stressing US company, odd
- Commented [PC238]: First time Boeing is mentioned in
- Commented [PC239]: Negative – almost portrays
- Commented [PC240]: Court of law, guilty not guilty
- Commented [PC241]: Connotations of rebirth and life
- Commented [PC242]: This sentence is literally a
- Commented [PC243]: Suggests it will be vital, case relie
- Commented [PC244]: Isolated sentence for dramatic
- Commented [PC245]: Laborious, long, buerocratic
- Commented [PC246]: Decisions
- Commented [PC247]: USITC decisions not really final
- Commented [PC248]: Important court – highlights
- Commented [PC249]: Neutral word
- Commented [PC250]: International
- Commented [PC251]: Neutral word
- Commented [PC252]: Large panel – importance of the
- Commented [PC253]: Basically, ultimately, essentially –
- Commented [PC254]: Shows how important this case is
- Commented [PC255]: Negative – chase, continual
- Commented [PC256]: Law connotations - serious
- Commented [PC257]: United States – international again
- Commented [PC258]: World Trade Organisation –

- **PM to discuss Bombardier trade dispute with Justin Trudeau**
[18 September 2017](#)
- **Bombardier announces 95 job losses in NI operations**
[15 September 2017](#)
- **May phones Trump as Boeing dispute threatens Bombardier**
[12 September 2017](#)

END OFAPPENDIX III

APPENDIX IV: EPISTEMOLOGY

Usually an Epistemology appears near the end of a literary review, but this is an unfortunate praxis, as Social Scientists we tend to assert that everything affects our world-view, that as individuals we are a “product’ of social systems”. (Underhill, James W., *Creating Worldviews: Metaphor, Ideology and Language*, 2012). Language and discourse “...is considered as a means of social pressure...” and as such we speak of “...speak of socialisation, indoctrination, propaganda and manipulation.” (Underhill, 2012). This is quite a bleak out-look on the importance of language, linguistic philosophers such as James Underhill would wish to “refuse such a bleak and deterministic view of language and the individual's place within the tradition”. (Underhill, 2012). Underhill appeals to the exceptions, “Shakespeare, Goethe and Molière” who “helped to shape their languages” and in doing so they gave:

“their own linguistic communities new vibrant visions of the world; and if writers' words and turns of phrases, rhythms, rhymes and metaphors continue to stimulate the way we express ourselves in everyday speech today, it is because the vitality of those authors' worldviews has not died within our language. To a greater or lesser extent, their ways of viewing the world continue to contribute to the ways we view the world”. (Underhill, 2012)

And this is true, writers do impact our world-view. But a writer's world-view is moulded by the social context, and a writer uses their social context either to re-affirm our world-view or to challenge it. Charles Dickens for example was challenging the treatment of social undesirables in Victorian Britain, George Orwell and Aldus Huxley challenged our conceptions of politics and totalitarian regimes in ‘Animal Farm’, ‘1984’, and ‘A Brave New World’. And others affected our worldview through newspapers, often people ‘believe’ what they read in their newspaper or news publication of choice because it conforms to their own worldview.

About some of this research, or at least the framing theory, such as David and Goliath, this researcher has a bias. This researcher comes from an English Pentecostal-Charismatic Evangelical [post-]conservative Christian background,⁵ so holds a belief that the David and Goliath story recorded in the Old Testament (Hebrew Bible) happened. This researcher also believes in the God described in the text which presents the David and Goliath story, and in admitting this realises it will colour my own interpretation of the David and Goliath ‘frame’ as well as our

⁵ I have spelt this out a little more detailed than one may be used to, as these terms within certain contexts (USA, Scotland) are loaded, and even within the English context have meanings that I do not wish to see applied which would miss-construe my approach or background.

discussion on power, and any challenges to the 'received' understanding of the story of David and Goliath.

END OF APPENDIX IV

APPENDIX V: METAPHORS

Eva Feder Kittay writes that "...metaphorical meaning is not reducible to a literal paraphrase." ('2. The Identification of Metaphor', 1987, p. 40) which tells us that Metaphors are used not convey a meaning which cannot be stated in a literal way, it is essentially to say that when we use a metaphor we do so because it is an idea that is difficult or impossible to convey with literal and direct language. Kittay adds that "Language can only be identified as metaphorical by virtue of linguistic and textual conditions that require that we interpret it differently from its surrounding discourse; therefore, we cannot give the conditions by which we recognize metaphors without identifying that unit of discourse which constitutes a metaphor." (Kittay, 1987, p.40-41). This "unit of discourse which constitutes a metaphor" which Kittay goes onto define in great detail (Kittay, 1987, pp. 41-91), but concludes (Kittay, 1987, pp. 91-95) the following four conditions which decide if a specific phrase be interpreted in a metaphorical manner: "(A) Conditions on the presumed utterer"; "(B) Conditions on the Context"; "(C) Conditions on the utterance"; and "(D) Conditions for the strong thesis." (Kittay, 1987, p. 91).

Barbara Johnstone writes on the use of Metaphors, specifically the sub-genre of conduit-metaphors, which will help us more clearly define what exactly a metaphor is:

"...Speakers pack idea-objects into words and sentences and send the verbal packages, as if through a tube, to addressees. Addressees then unpack the containers, removing the ideas from the packaging of words. This view of the process is apparent in the metaphors we use to talk about communication: we "put ideas into words," meanings "come across" to our interlocutors, we "discover" or "unpack" the meaning or "pull out the main ideas." Some ideas are difficult to "put into" words, and some words "don't fit" ideas well enough. Ineffective communicators are people who do not "come across" clearly." (Johnstone, 2002, p. 56).

END OF APPENDIX V

APPENDIX VI: POWER

More narrowly dealing with issues of power specifically to do with seeking corporate advantage via legal-political means is that of Heath and Waymer's article 'Corporate Issues Management and Political Public Relations' (2011). They write of the power of politics over business:

"...politics is the societally created parent that directs, scolds, punishes, encourages, and rewards individual behavior, power resources and their management, and collective behavior, often as the collective management of risk. Thus, organizations for motives that are variously self-interested or altruistically other oriented participate in this political process." (Heath & Wayer, 2011).

Whilst our focus may be upon Boeing and Bombardier as two corporate companies that the political powers that are above them and regulate them are as much a concern for the business as who is the bigger competitor. Heath and Waymer underline this concept of being engaged in seeking operating advantage (that is being able to operate in an advantageous way) through engagement with the political process:

"...organizations engage in policy debate as issue communication, however cordial and collaborative or strident and competitive, to seek operating advantage whether narrow or broad..." (Heath & Wayer, 2011).

Politics keeps its power, because it sets regulatory guidelines, which is "center[ed] on implementation through rewards, threats, and punishments to the extent that organizational actions conform to or violate "public" standard." (Heath & Wayer, 2011).

But power is not just about political (and regulatory) pressure, power is also about dominance, who dominates in specific field.

"When firms have such power, they charge prices that are higher than can be justified based upon the costs of production, prices that are higher than they would be if the market was more competitive." (Thoma, Mark., 'What's so bad about monopoly power?', 2014)

Of course, dominance of a market, a monopoly, is (out-with regulation) good for the corporate organisation, in that it means more profit, you're the biggest boy in town and you control the market, it's costs and its prices, which competition threatens. Whilst a monopoly or market dominance is not politically sanctioned, it may become so if a corporation can prove their competition is doing wrong, specifically illegal practices, or even, surely, if you can convince the public that the organisation is up-to-no-good, resulting in the competitor losing their business.

END OF APPENDIX VI

APPENDIX VII: DAVID AND GOLIATH

Gladwell takes us through the evidence surrounding the David and Goliath story and asks us to think, his two challenges summed up are:

“...much of what we consider valuable in our world arises out of these kinds of lopsided conflicts, because the act of facing overwhelming odds produces greatness and beauty.” (Gladwell, 2013a)

The question being, is our concept of weak-against-strong, underdog against giant dog a misunderstanding of the story, or is there another way to see this. His second statement of challenge is exactly this point:

“...we consistently get these kinds of conflicts wrong. We misread them. We misinterpret them. Giants are not what we think they are. The same qualities that appear to give them strength are often the sources of great weakness.” (Gladwell, 2013a)

He also challenges our conception of the underdog:

“And the fact of being an underdog can change people in ways that we often fail to appreciate: it can open doors and create opportunities and educate and enlighten and make possible what might otherwise have seemed unthinkable.” (Gladwell, 2013a)

With Gladwell I can only conclude that we need a better guide to facing giants (Gladwell, 2013a). Gladwell goes onto discuss the story of David and Goliath in depth, but rather beyond our means here. Going forward into the research is this that whilst David may be the underdog in one sense, he has the upper hand in another, and in reverse Goliath may appear to be the unbeatable giant but he is also the underdog in a different sense. Gladwell asks: “So why do we keep calling David an underdog, and why do we keep referring to his victory as improbable?” (Gladwell, 2013b, approx. 10minutes 20seconds).

END OF APPENDIX VII

FIN

