

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter presents the literature review that is related to the research. It is included definition of discourse analysis, critical discourse analysis framework, and Teun A. Van Dijk model analysis and news and mass media on critical paradigm.

A. Critical Discourse Analysis

There are many theory of critical discourse analysis, to make it easy to understand the writer will give the explanation about definition of critical discourse analysis and critical discourse analysis framework.

1. Definition of Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context.¹¹ Van Dijk observed that the characteristics of the structural description of discourse at several different units, systematic form categories and relationships are different. He continued by Van Dijk, research on discourse is not enough merely on the basis of the dimension text only, since the text is the result of production practices should be observed as well.

¹¹ Deborah, *The Handbook of Discourse Analysis* (London: Oxford Black Waell Publisher, 2001), 352.

Meanwhile journalist as someone who was directly involved in covering and writing the news is considered having some influence in making discourse. The value and ideology journalists cannot be separated from the coverage and reporting of incidents. Reporters also considered as a participant in the group in society who have a profession or job position them in different social classes. So that reporting and writing CDA viewed as siding with his or her own group or other parties.

In a discourse analysis approach, there are several models, but that is often used in the analysis of discourse in the form of text is used to model approach Van Dijk. Many approaches in discourse analysis and analysis model, some of the differences and similarities. However, each model equation is the ideology that became an important part of the analysis of all models. Power is also a central part. In addition the unit language used as a research tool to detect ideology in the text.

CDA in the study pays more attention to several aspects of the text in media. It looks at the fact that results of the fight between the forces of economic, political and social exists in society. And all of those are affected by interests of the dominant powers. CDA then views the media as controlled by the dominant group and as a means to discredit the other groups so that it seems as a tool only used by the dominant group.

2. Critical Discourse Analysis Framework

The aims and criteria of a critical discourse analysis. It tries to answer (critical) questions such as what is critical discourse analysis

(anyway). In general, the answers to such questions presuppose a study of the relations between discourse, power, dominance, social inequality and the position of the discourse analyst in such social relationships. Since this is a complex, multidisciplinary and as yet underdeveloped domain of study, which one may call sociopolitical discourse analysis, only the most relevant dimensions of this domain can be addressed here.¹²

Although there are many directions in the study and critique of social inequality, the way we approach these questions and dimensions is by focusing on the role of discourse in the (re)production and challenge of dominance. Dominance is defined here as the exercise of social power by elites, institutions or groups, that results in social inequality, including political, cultural, class, ethnic, racial and gender inequality. This reproduction process may involve such different modes of discourse power relations as the more or less direct or overt support. Enactment, representation, legitimation, denial, mitigation or concealment of dominance, among others. More specifically, critical discourse analysts want to know what structures, strategies or other properties of text, talk, verbal interaction or communicative events play a role in these modes of reproduction.¹³

¹² Dijk, *Aims of Critical Discourse.*, 1.

¹³ Dijk, *Aims of Critical Discourse.*, 3.

3. Principles of Critical Discourse Analysis

Critical discourse analysis in the study text media attention to several principles, namely:¹⁴

a. Power and Dominance

One crucial presupposition of adequate critical discourse analysis is understanding the nature of social power and dominance. Once we have such an insight, we may begin to formulate ideas about how discourse contributes to their reproduction. To cut a long philosophical and social scientific analysis short, we assume that we here deal with properties of relations between social groups. That is, while focusing on social power, we ignore purely personal power, unless enacted as an individual realization of group power, that is, by individuals as group members. Social power is based on privileged access to socially valued resources, such as wealth, income, position, status, force, group membership, education or knowledge.

b. Discourse and Access

We have suggested that one of the social resources on which power and dominance are based is the privileged access to discourse and communication. Access is an interesting but also a rather vague analytical notion (Van Dijk, 1989b, 1993b). In our case it may mean that language users or communicators have more or less freedom in the

¹⁴ Teun A. Van Dijk, *Principles of Critical Discourse Analysis* (Amsterdam: University of Amsterdam), 252.

use of special discourse genres or styles, or in the participation in specific communicative events and contexts.

c. Social Cognition

Whereas the management of discourse access represents one of the crucial social dimensions of dominance, that is, who is allowed to say or write or hear or read what to or from whom, where, when and how, we have stressed that modern power has a major cognitive dimension.

d. Discourse Structures

Within the broad social and cognitive framework sketched above, the theory and practice of critical discourse analysis focus on the structures of text and talk. If powerful speakers or groups enact or otherwise exhibit their power in discourse, we need to know exactly how this is done. And if they thus are able to persuade or otherwise influence their audiences, we also want to know which discursive structures and strategies are involved in that process. Hence, the discursive reproduction of dominance, which we have taken as the main object of critical analysis, has two major dimensions, namely that of production and reception.

B. Analysis Framework of Teun Van Dijk Model

Discourse analyst, Van Dijk, sees that discourse analysis research is not enough to analyse texts only, because they are simply the result of a production practice. Here should be seen also how the texts can be like that. Van Dijk's discourse analysis model is often used in research because

it can be said Van Dijk's the most complete model for parliaments to elaborate elements of discourse that can be used practically. It is also often referred to as social cognition.¹⁵

CDA has become the general label for a study of text and talk, emerging from critical linguistics, critical semiotics and in general from socio-politically conscious and oppositional way of investigating language, discourse and communication. As is the case many fields, approaches, and subdisciplines in language and discourse studies, however, it is not easy precisely delimit the special principles, practices, aims, theories or methods of CDA.¹⁶

Discourse analysis proposed social cognition Van Dijk includes three level of analysis, is the analysis of the text, social cognition, and social context. None the third dimension of this discourse can be understood without the other.¹⁷ The third dimension is to combine into a single discourse unity. In text dimension, which examined is how to structure text and discourse strategies used to emphasize a theme certain. At the level of social cognition learned the news production process that involve individual cognition news writer. The third aspect is studied building thrive in the public discourse.

Van Dijk model analysis to see how the social structure, dominance and power groups in society and how cognition or mind consciousness that form and influence the particular text. Discourse by

¹⁵ Eriyanto, *Analisis Wacana: Pengantar.*, 221.

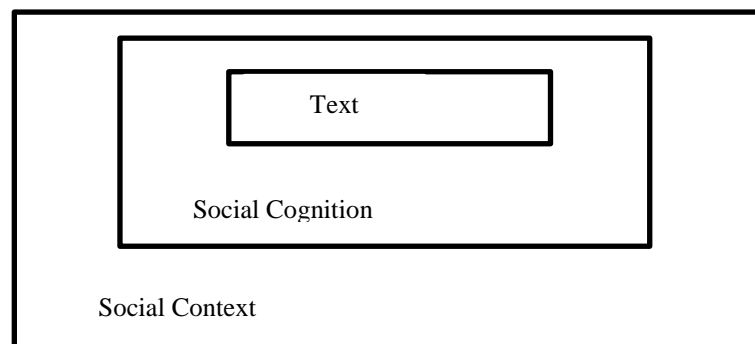
¹⁶ Dijk, *Aims of Critical Discourse.*, 17.

¹⁷ Van Dijk, Teun A. *Discourse & Power* (New York: Palgrave Macmillan, 2008).

Van Dijk described has three-dimensional or buildings: the text social cognition and social context. The core of this model is that it combines the three dimensions of discourse analysis into a single entity. In the dimension text studied is how to structure the text and discourse strategies used to emphasize a particular theme. At the level of social cognition learned the news production process involving individual cognition of journalists. While studying building a third aspect of discourse that developed in the community will be a problem.

Picture 1

Van Dijk Diagram Model Analysis



Van Dijk discourse analysis model can be described through text level, social cognition level and social context level, as follows:¹⁸

1. Text

Elements of Discourse Van Dijk analysis in text level can be described as below:

No.	Discourse Structure	Observed	Element
1	Macro structure/social Context Global significance of a text can be observed from	TEMATIK Theme / topic put forward in an news	A Topic

¹⁸ Eriyanto, *Analisis Wacana: Pengantar Analisis.*, 255.

	topic / theme appointed by a text		
2	Super Structure/social Cognition framework of a text, like parts introduction, contents, cover, and conclusion	SCHEMATICALLY How parts and news sequence schemed in the report text intact	Scheme
3	Microstructure/text Local meaning of a text can be observed from choice of words, sentence, and style used a text	SEMANTICS Meaning you want emphasized in the text news. eg by gives details on the side or make explicit the one hand and the other hand reduces detail SYNTAX How sentences (shape, composition) are selected. STYLISTIC How the choice of words used in the text news RHETORICAL How and with means the emphasis will be represent	Background, detail, intent, presuppositio, nominalization text. Tense, coherence, said change Lexicon Graphics, metaphor, expression

a. Macrostructure

This means that intuitive terms such as "is about" or "the topic (or theme) is" must be accounted for at this overall, global level. The theoretical semantic macrostructure was introduced to capture that important aspect of discourse and discourse processing: It makes explicit the overall topics or themes of a text and at the same time

defines what we could call the overall coherence of a text as well as its upshot or gist (Van Dijk, 1980a).¹⁹ Apparently, many words in English render more or less this same notion of most important information, and this suggests that language users frequently rely on such macrostructural information. Macrostructures are derived from sentence meanings (propositions) of a text by a set of roles in an abstract, e.g., linguistic, theory, by operations such as selection, generalization, and construction.²⁰

b. Superstructures

Such a schema can be defined by a set of characteristic categories and by a set of rules or strategies that specify the ordering of these categories. Thus, people in our culture share a narrative schema—featuring categories such as Summary, Setting, Orientation, Complication, Resolution, Evaluation and Coda—which may be used even for simple, everyday storytelling (Labov & Waletzky, 1967; Labov, 1972c, 1982). If one of the obligatory categories is lacking, people can conclude that the story is not finished, has no point, or simply is no story at all.²¹

News reports, which each day are produced by the thousands and under heavy constraints of professional routines, available personnel, time, and deadlines, must also be organized by such a

¹⁹ Teun A Van Dijk, *News Analysis: Case Studies of International and National News in the Press*, (London: Lawrence Erlbaum Associates Publishers, 1988), 72.

²⁰ Ibid.

²¹ Dijk, *News Analysis*, 72.

schema, viz. a news schema (van Dijk, 1986). That is, parts of the news text may have conventional functions that are used as obligatory or optional categories for its formal organization. Well known for instance is the Summary category composed of Headlines and Lead, respectively. The body of the text also exhibits such different schematic functions, such as Main Events, Backgrounds, Context, History, Verbal Reactions, or Comments, each of which may be further analyzed into smaller categories. For example, the Comments category may be composed of Evaluation and Expectations in which the reporter or editor may evaluate the news events. Journalists also routinely, though implicitly, search for information that may fit into such categories, as for instance when they are looking for backgrounds of the actual events. In other words, news structures such as formal conventional schemata may be related to, or even have developed from, contextual routines of news production.²²

The top of the macrostructure of a news report generally tends to be expressed first; that is, first the headline (the highest macro proposition), then the Lead (the top of the macrostructure), and subsequently the lower macro propositions of the report, with details of content and the less prominent schematic categories (e.g., History or Comments) towards the end. Of course, this is merely an effective strategy, which allows stylistic variation by each reporter or

²² Ibid., 14.

newspaper. For the reader it means that in principle the beginning of the text always contains the most important information. Again, we witness a significant link between news text structures and the strategies of news production and the uses of news reports in mass communication contexts.²³ It concluded that superstructure is a plot of a text (schematic). The scheme of a news text can be varied, but it generally consists of a summary (headline and lead), and a story (the body of the text or content).

c. Microstructure

1) Local Semantic

At the semantic level, the analysis of discourse as a sequence of sentences provides an account of relative interpretations: The meaning or reference of words, clauses, or sentences is studied as a function of those assigned to previous sentences. This aspect of discourse is often described in terms of local or sequential coherence.²⁴

According to Astuti, as cited in Amanda Nuriati analysis semantic includes;

“semantic in Van Dijk’s scheme is categorized as background is a part of news that is able to develop an intended meaning. It is believed that different selected backgrounds resulted in different meanings. The second details of the text is related to the control of information that is intended by the journalist; furthermore, detail is one of strategies to show which parts of the news that need to

²³ Dijk, *News Analysis.*, 15.

²⁴ *Ibid.*, 12.

be explained further, and which part should be described with little explanation.²⁵

Furthermore, according to Eriyanto (2001), as cited in Amanda Nuriati;

The third analysis is meaning, stated that the thought in this stage of analysis is that the information which is compatible with the writer's perspective will be explained with definite words, and the writer points the facts directly; on the other hand, ineffective information, is presented imprecisely. Fourth presupposition is a statement that is used to support the nation by providing credible promise.²⁶

Based on the above quotation can be concluded that the analysis of local semantic includes background, details, meaning, presupposition and nominalization.

2) Syntactic

The syntactic style of the news about the assassination does not show special features. It is the usual, formal, and complex type of syntax we find in other news discourse.²⁷ In other words, the ideologically-based point of view is expressed not only by sentence structures but also by a textual dependence of syntax and semantics. According to Eriyanto (2001), syntax analysis includes sentence structure, coherence and pronoun as cited in Amanda Nuriati.

First sentence structures, either active or passive sentence, produce different meanings; in addition, generally, an active

²⁵ Amanda Nuriati, *Representation of Islamist Organizations in two Articles of The Jakarta Post Website*, Article non Seminar, (Depok: University of Indonesia, 2014), 8.

²⁶ Ibid.

²⁷ Dijk, *News Analysis.*, 12.

sentence is used so that a person or a group becomes a subject, while passive sentence is used in order to place a person or a groups as an object. Second, coherence is the connection between words or sentences in a text (how two different facts and connected). One of the types of coherence is conditional coherence, which is the use an additional clause in one sentence.

According to Eriyanto, a selected clause could be reflection of the communicator's interest since he or she is able to add positive or negative information to a particular statement. As an additional information, whether the clause is inserted or not does not affect the meaning of the main sentence. Third, pronoun such as 'they' or 'we' could be used to create an alliance in society, and it is used by the journalist to show the positions of a person or a group in society. The use of the pronoun 'we' creates a community between communication and readers, while the pronoun 'they' is used to show the oppositions.²⁸

3) Style

According to Eriyanto, the lexical choices show a certain attitude or ideology; moreover, this element indicates how someone did selection of words over a range of possible words that are available.²⁹ By investigating the lexical choices, the representation Islamist organizations is revealed.

²⁸ Nuriati, *Representation of Islamist.*, 9.

²⁹ Nuriati, *Representation of Islamist.*, 9

4) Rhetoric

Finally, the rhetorical dimension may affect all structural levels of a text. Whereas relevance structuring expresses or signals what is the most important, various special operations at each level are used to make the text more persuasive. Well known are phonological operations such as rhyme or assonance, syntactic operations such as parallelisms, and semantic operations such as comparisons or metaphors. Similarly, news reports may use words that function as hyperboles (overstatements, exaggerations) or understatements, or word and sentence meanings that establish contrast or build a climax. These structures further contribute to a tighter organization of news information and thus may lead to better memorization by the reader and hence to enhanced persuasion. They may also activate particular scripts or attitudes, for instance when a demonstration is rhetorically framed of violence by the use of comparisons or metaphors borrowed from military scripts (attack, defense, etc.). Similarly, news reports excessively use numbers (whether correct or not) to signal rhetorically their exactness and hence their objectivity (Roeh, 1982).³⁰

According to Astuti, rhetoric has persuasive function which correlates with how an ideology is intended to be delivered

³⁰ Dijk, *News Analysis*, 16.

to the public. She added that the use of graphics, metaphor, and expressions in a written text is to convince the readers of the events constructed by the reported. Graphics usually appear with different form of writing, such as with the use of bold letters, quotation marks or tables.³¹

2. Social Cognition

In summary, the cognitive framework now features (1) episodic and social memory representations, such as scripts, attitudes and models; (2) strategic processes that flexibly apply, use, or update such representations; and (3) a control system that monitors memory search, the activation and application of knowledge, the active macrostructures and superstructures, and the transport of information in memory. This framework holds both for the understanding of situations, events, actions, and discourses about them as well as for their planning, production, or execution.³² Social actors continually express and communicate such cognitions to others, test and compare them with those of other members of the same group or culture, and presuppose such cognitions in their interactions and discourse with other social participants.

3. Social Context

News production and comprehension crucially involve social representations. Journalists and readers in one society, class, or culture share part of representations, which are, therefore, usually presupposed in

³¹ Nuriati, *Representation of Islamist*, 9.

³² Dijk, *News Analysis*, 24.

news reports. Major social institutions and their properties and major social groups or classes are assumed to be known to the readers or viewers. News events and actions are made intelligible against the background of such culturally shared knowledge, and making such presuppositions explicit is a central goal of cultural media criticism (Hall, 1980). On the other hand, the journalists as a group also belong to a professional middle class.³³

C. News and Mass Media on Critical Analysis Paradigm

1. News Concept

News media are involved in the reproduction of racism and the subsequent maintenance and legitimation of white group power. The news media are not the only elite institution involved in the reproduction of racism. However, they are the most effective and successful actors in managing the ethnic consensus and in manufacturing public consent. They do so, first of all, by supporting or legitimating the ethnic policies of other elite groups, such as the politicians, the police, the judiciary, scholars, or the social bureaucrats.³⁴

News production represents problems facing by social society. Journalists and readers are united to each other in class and culture which finally shown in news reports. Major social institutions and their

³³ Dijk, *News Analysis.*, 27.

³⁴ Van Dijk, Teun A. *The Interdisciplinary Study of News as Discourse*, in Klaus Bruhn Jensen & Nicholas Jankowski. Ed. *Handbook of Qualitative Methodologies for Mass Communication Research*. (London, New York: Routledge, 1993), 13.

properties and major social groups or classes are assumed to be known to the readers or viewers. News events and actions are made intelligibly against the background of such culturally shared knowledge, and making such presuppositions explicit is a central goal of cultural media criticism.³⁵ Shortly, the mainstream news media are inherently part of a power structure of elite groups and institutions, whose models of the ethnic situation provide (sometimes very subtle and indirect) support for the ethnic status quo of white group dominance.

2. Mass Media

Mass media is a way of delivering communication of mass information which can be accessed by public. This information is addressed to the heterogeneous audience and anonymous and pass through print or electronic media so that the message can be received simultaneously by people.

Media can be the best way for clearing minds and combining thoughts and beliefs.³⁶ The power of news media is to set a nation's agenda and to focus public attention on a few keys of public issues. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much important to attach to a topic on the basis of the emphasis placed on it in the news.³⁷

³⁵ Ibid., 27.

³⁶ Kamyar Alipour ,et,al, "The Impact of Media on Society in Terms of Security and Ideology", *Indian Journal of Fundamental and Applied Life Sciences* (Online) An Open Access at www.cibtech.org/sp.ed/jls/2015/01/jls.htm 2015 Vol.5 (S1), pp. 271-275. (2015), 271.

³⁷ Maxwell McCombs, *The Agenda-Setting Role of the Mass Media in the Shaping of Public Opinion*, (Austin: University of Texas), 1.

The media affects the process of the themes structuring of public opinion whenever there are conditions for that. They are the differences among the media; the meaning of specific topics; the development of the topic and the intensity of reporting. The power of the media can roughly be defined as “direct or indirect influence on the societies or refined manipulation of the public opinion”.³⁸

The mass media messages through the system are to process systematic and organized news. Not all messages can be freely accepted by the audience, but it must go through a selection process by the media. All messages produced will be included in the editorial election. The election messages is based on two major interests which are media electability and its importance. It concludes that mass media is one of many which gives society great influence on attitudes, thoughts and interests.

³⁸ Vlera Ejupi, , et al, “The Mass Media and Persuasion”, *European Scientific Journal* May 2014 edition vol.10, No.14