

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter explains the related literature of the research. There are discourse, discourse analysis, critical discourse analysis, Van Dijk's critical discourse analysis, biography of Joe Biden, speech, and some related previous studies. This research refers to the theory of critical discourse analysis by Van Dijk.

A. Discourse

Discourse is defined as the most complete language unit and occupies the highest grammatical unit which is one part of pragmatic studies. Discourse is a combination of sentences that complement each other and link one proposition to another where each part is united in language construction so that it is understood as a unified whole language. Discourse is useful in analyzing an entire text that is the result of a particular set of knowledge or power (Mills, 1997: 23). This discourse has the form of a fully structured essay such as novels, books, encyclopedia series and can be in the form of words, sentences, or paragraphs that offer complete meaning.

Discourse is not only seen as the study of language but also relates it to context. Sara Mills (1997: 11) states that institutions and social contexts play a major role in developing, managing, and circulating discourse. Context can help researcher in understanding the discourse as a whole. Context is understood as a condition outside the text that affects the production of a language. Thus, a discourse related to the context can have a certain background in order to achieve certain goals. Discourse can develop in society

and be able to show issues that occur in the social area. Discourse is useful in analyzing an entire text that is the result of a particular set of knowledge or power (Mills, 1997: 23).

B. Discourse Analysis

Discourse analysis has various definitions that refer to the approach used to analyze the use of written, spoken, gestural language, or any type of symbolic application. According to Brown and Yule (1983: 1), discourse analysis is a study of the use of language as a means of communication. Stubbs mentions the term discourse analysis as an attempt to study language organization at a higher level above sentences or clauses in order to study larger linguistic units in the form of conversations or written texts. (Baker & Ellece, 2011: 32). Discourse analysis is defined as a language unit that is correlated with context (McCarthy, 1992: 5). Meanwhile, Van Dijk uses the term text analysis as a discourse analysis which over time does not only analyze textual functions but also contextual functions (cognitive, social). Based on some of the theories above, it can be concluded that discourse analysis is a study of high-level language organization that correlates with other linguistic units and the context that surrounds language in order to obtain textual and contextual meaning from the texts.

Discourse analysis talks about everything that has an impact on the structure of discourse, such as the selection of articles, pronouns, the relationship between utterances in the discourse, and the attitude of speakers both in sharing new topics, changing topics, and prioritizing close relationships with participants. Discourse analysis examines the area of linguistics in micro-

elements such as syntax, morphology, phonology, and in macro elements such as sociolinguistics, pragmatics, and psycholinguistics (Rohana & Syamsudin, 2015: 10). Discourse analysis can also investigate how people do certain things outside the scope of language, as well as the ideas and beliefs that discourse producers use when communicating using language (Paltridge, 2012: 7). The interpretation of linguistic units in discourse can be understood thoroughly, both the message to be conveyed and why and how the discourse is presented. This study studies various kinds of texts, both in the form of spoken and written texts in the form of daily conversations to formal conversations.

C. Critical Discourse Analysis

Critical discourse analysis is defined by Van Dijk as a discourse analysis study that deals with social reality and intends to examine the goals or things behind the making of discourse such as creating, validating, reducing, hiding, and even distorting power and ideology both in social and political contexts. Van Dijk emphasizes critical discourse analysis on social problems, especially the function of discourse in the production and reproduction of abuses of power or domination (Van Dijk, 2001: 96). Thus, critical discourse analysis takes an explicit stance in knowing, uncovering, and even fighting social inequalities. Fairclough and Wodak (1997) argue about CDA that language is a social practice, and consider the context of language use as important. (Wodak, 2000, Benke, 2000, cited in Wodak & Meyer, 2001: 1). CDA has a particular interest in linking language and power. This research specifically examines institutional, political, gender, and media discourses that provide evidence regarding the linkage of struggle and conflict.

This field of study is able to express the manipulation of power or domination that deviates as well as provide information on language abuse such as discrimination or oppression and support the fight against inequality and injustice. Meyer (2001, cited in Amoussou et al, 2018) suggests that the purpose of CDA is to open a discursive perspective on inequality, injustice or discrimination in society. One needs to pay attention to the characteristics of linguistic descriptions in analyzing the social function of language in order to be able to uncover the ideology of the discourse being studied. Thus, language is actually useful for pioneering identity and social relations so that social inequality can be seen directly through linguistic forms.

Applying CDA in research requires attention to its principles. Fairclough and Wodak (1997: 271-280, cited in Schiffrin et al., 2001: 353) put forward critical discourse analysis which has the following main principles:

1. Critical discourse analysis examines social problems through a review of the linguistic character of social and cultural processes and structures. Therefore, social and political processes actually have a linguistic or discursive character that can be seen in the use of certain linguistic and discourse strategies and choices.
2. The interaction of power is carried out and negotiated in a manner so that power operates through language and is negotiated through language
3. Discourse shapes society and culture in language not only reflecting social bonds but also parts of them and reproducing them
4. Ideology is often produced through discourse. Their production is part of the representation and construction of society such as power relations,

relations of domination and exploitation, and relations based on ethnicity and gender

5. Discourse does not separate itself from previous discourses, nor can it be formed or understood without considering intertextual relations and social and cultural sciences
6. Critical discourse analysis forms the bonds between social and cultural structures and processes and the properties of texts.
7. Critical discourse analysis outperforms descriptive and interpretative and explanatory in that these interpretations and explanations are open-ended and relate to new readings and new contextual information
8. Critical discourse analysis suggests power relations through social activities that intend to intervene and provide changes to communicative and socio-political practices.

D. Van Dijk's Critical Discourse Analysis

Van Dijk's model is the most popular discourse analysis model and has the most practical elements. Van Dijk (1998, as cited in Bukhari & Xiaoyang, 2013) concludes that structural analysis consists of several levels of description such as phonological, morphological, grammatical, semantic, and also includes the level of coherence, themes, and topics related to the whole area of schema and rhetoric of a text. Zhang et al. (2014) suggest that Van Dijk's discourse has distinctive characteristics. Van Dijk believes that the power of social control which represents the desire for domination or power is able to describe a certain power structure. The disseminators of discourse are the so-called symbolic elites, such as news reporters, writers, artists, and scholars. Van Dijk study

serves to review the strengths of people who carry out, express, describe, or hide their determination or ideals based on context and discourse. He also looks carefully at the ideological role of discourse. He has conducted a number of discourse surveys, such as through news reports, TV programs, and advertisements in the hope of revealing the way western authorities control the structure and content of discourse which in turn controls people's beliefs and ideologies.

The text is only the product of certain practices. In addition to analyzing the text, we must also examine the reasons why a text is produced in terms of text production. Therefore, Van Dijk makes an analytical framework of discourse consisting of several interconnected levels. There are three levels of Van Dijk's discourse-analytical framework, namely text structure, social cognition, and social context. The structure of the text is further divided into three parts, namely macrostructure, superstructure, and microstructure. These three elements will be explained further in the following discussion.

1. Textual Analysis

a. Macrostructure of The Text

Macrostructure is the understanding of a topic that contains the global meaning of a discourse. This means the macrostructure is a discussion of the subject or topic that is the main center of the whole discourse. The macro structure is expressed through thematic words or sentences or through summaries, short paraphrases, and conclusions (Van Dijk, 1998). The thematic analysis discusses the

main theme or a particular topic that presents different social and psychological statements from a discourse. The topic or theme is the main idea of a discourse that is put forward through one or several sentences. Badara & Jamiludin (2020) also state that the topic is often referred to as "semantic macrostructure" because the discussion of topics or themes in a text is closely related to understanding and references.

b. Superstructure of The Text

Superstructure or schematic structure is related to the general form of a text that has a scheme or plot from the introduction to the end to form a unified meaning. Van Dijk (1980: 108-109) suggests "superstructure is the schematic form that organizes the global meaning of a text". Maghfiroh & Triyono (2020) state that the superstructure is related to the way the author expresses the general meaning followed by supporting reasons. Schematic is a communicator's strategy to support general meaning by emphasizing or hiding information. Broadly speaking, the news scheme consists of a summary containing headlines and leads and a story containing the overall content of the discourse. According to Van Dijk (in Sobur, 2015: 78), the main meaning of schematic is the communicator's effort to support a topic through the arrangement of parts in a certain order. The discourse scheme consists of several parts such as opening, body, and closing.

1) Opening

The opening is the part of the speech that aims to attract the attention of the audience. Several ways to engage the audience's interest in the discourse conveyed by the communicator are asking some questions or jokes, making interesting statements, introducing yourself or greeting the audience, and so on.

2) Body

The body of the speech is the largest part that contains the main content or message of the speech. In this section, the audience gets information about the subject of the speech or important topics conveyed by the communicator and it is hoped that the audience will be able to hear and capture the arguments, thoughts, and opinions of the communicator. This section contains the purpose of the discourse maker.

3) Closing

Closing the speech is an opportunity to summarize the main points of the speech while leaving a positive impression or memory for the audience. This can be done by emphasizing or restating the main message of the discourse maker, providing motivation or memorable words, or certain statements that are easy for the audience to remember.

c. Microstructure of The Text

Van Dijk (1998) states that microstructure analysis is an

analysis that aims to reveal the local meaning of the text, seen from its semantic, syntax, stylistic, and rhetorical features. The microstructure can be interpreted as the sorting of lexical items (words) or sentences by journalists or discourse producers in the form of sentences, pronouns, or coherence to form a story and convey the message to the reader or audience. Van Dijk (1991: 177) reveals that a news story is closely related to several aspects such as presuppositions, conclusions, concealment, euphemisms, forms of denial, blaming victims, negativism, ways of presenting positive or negative self-image, and others. Aspects of hidden meaning contained in ideology can only be found by using discourse microstructure analysis. The microstructure contains four aspects, namely semantics, syntax, stylistics, and rhetoric.

1) Semantics

Semantics is the study of the meaning of written or spoken words. Van Dijk classifies semantics as local meaning that can be found from the relationship between sentences, the relationship between propositions that form a certain meaning in a text (Sobur, 2015: 78). Semantics pays close attention to explicit or implicit meanings so that this study, in addition to presenting the main part of a discourse, can also lead discourse in a certain direction from an event. Semantic studies intend to find the meaning of a text. Semantic strategies are intended to build a positive self-image or group and build other groups negatively. Here are the kinds of

semantic strategies.

a) Background

The background as an element of discourse can be a means of justifying ideas in a text. With a background, one is able to strengthen the opinion of one's own group and attack the opponent's arguments. The setting of events directs where the meaning of a text will be carried. The background gives effect to the meaning of the text.

b) Detail

Detail is an element of information control of discourse communicators. Communicators play a role in presenting excessive information in order to create a good image of themselves or their group or presenting little information if it can harm the image of themselves or their group. Details are related to the length of the information exposure. This detail serves to benefit communicators so that communicators often present information that can give benefit for them explicitly and clearly, while information that harms is presented implicitly and hidden.

c) Presupposition

Presupposition is also a semantic strategy that offers a certain image when consumed by the audience. This element is a supporter of the meaning of the text that offers a statement that

can be trusted and convincing so that it does not need to be questioned.

2) **Syntax**

Syntax discusses the relationship between one word and another word or element in speech units (Chaer, 2007: 206). Ramlan reveals syntax as a branch of linguistics that discusses the details of discourse, sentences, clauses, and phrases (Sobur, 2015: 80). Syntax can be used in political manipulation through the use of pronouns, grammar, the use of active or passive sentences, and the use of complex sentences. Syntax analysis includes sentence structure, coherence, and pronoun

a) Sentence structure

Sentence structure, both active and passive sentences, produces different meanings. Sentence form is not only about grammatical technicalities, but refers to the meaning formed by the sentence structure. Active sentences make a person or group the subject of their statement, while passive sentences make a person or group the object of their statement.

b) Coherence

Coherence which is a unified syntactic structure plays a role in connecting sentences to one another in a paragraph. A discourse can be said to be coherent if it can visualize a series of events that occur by referring to the beliefs and knowledge that we understand about an event that occurs in the world. Coherence is

often discussed about conjunctions in a text which serves to unite two sentences or two paragraphs. Halliday and Hassan (1976) divide conjunctive conjunctions into four types, as described below.

i. Additive

This conjunction connects two equivalent clauses that function to provide additional information without changing the information contained in the previous sentence. Here the examples of additive conjunction: and, or, furthermore, moreover, in addition, additionally, likewise, similarly

ii. Adversative

This conjunction connects two clauses that express contradictions. Here the examples of adversative conjunction: but, however, though, although, on the other hand, nevertheless

iii. Causal

This conjunction connects clauses that express a causal relationship. Here the examples of causal conjunction: so, thus, hence, therefore, accordingly, because

iv. Temporal

This conjunction indicates a time relationship between two things or events. Here the examples of temporal conjunction:

then, next, after that, finally, soon

c) Pronoun

Pronouns are another element of syntax that aims to manipulate language through the formation of imaginative communities. Pronouns are intended to minimize the repetition of a word that does not have a specific purpose in subsequent sentences. In addition, pronouns function as markers of a person's position in a discourse. One can use the pronouns "I" or "we" as the official attitude of the communicator. One is also able to use the pronoun "we" which aims to erode the boundaries between communicators and audiences to represent a common attitude as well as to get the attention of the audience in a particular community.

3) Stylistics

Stylistics is a study that focuses on the style or way a speaker expresses a certain meaning using language as their tool. Sudjiman translates style as language style (Sobur, 2015: 82). This style of language includes diction or lexical choices, sentence structure, figure of speech and imagery, rhyme patterns, and dimensions. Lexical choices are not only in the form of words, but also in the form of phrases or compound sentences (Sobur, 2015: 82-83). Van Dijk (2009: 72-73) expresses his opinion regarding style as follows.

"Style was defined as an indication or marker of social properties of speakers and of the sociocultural situation of the

speech event. Thus, age, gender, status, class, or ethnic backgrounds were the social factors that also determine language use variations. Variations were examined primarily at the levels of surface structure, such as phonology, morphology, syntax, and the lexicon.”

In ethical news reporting, the press often uses a certain lexicon to describe itself positively or negatively so that it affects the lexical meaning produced by the author. Stylistic style is closely related to the rhetoric used by speakers through certain styles. For example, the stylistic style in the use of the word 'thug' which is used instead of 'demonstrator' to express the author's opinion, as well as the use of the words 'black', 'West', 'Indian', 'Asia' as a sign of people from their ancestors.

4) Rhetorics

Rhetoric is a way to convey a message either in the form of persuading or strengthening information to the audience through language style. The use of this rhetoric takes many forms, including hyperbole, alliteration, repetition, metaphor, irony, and metonymy (Sobur, 2015: 84). This use aims to emphasize a certain side, attract the attention of the audience, or exaggerate the positive side of oneself and exaggerate the negative side of the opponent. Rhetorical strategies apart from being a speaking or writing style are also in the form of interactions about how the speaker takes his position and displays his impression to the audience, using formal, informal, or casual language. Rhetorical strategies can also display expressions to emphasize or eliminate certain elements in the text that often appear

in the form of graphics, images, photos, rasters, or tables. The author in addition to showing the main message is also able to show metaphors to decorate the text. This metaphor is able to offer clues about the meaning of a text and support certain opinions or ideas from the communicator to the public.

2. Social Cognition

Cognitive factor is an important element in producing a discourse. Social cognition is the link between discourse or text and society. Van Dijk (1990) suggests that social cognition is a system of social representation and is socially disseminated, a system that also includes various strategies for abusing social representations that are effective in social understanding, interaction, and discourse. Social cognition can also be interpreted as a system that is followed by the similarity of socio-cultural knowledge by a group of people in a particular group, society, or culture. For example, feminists spread a principle and belief about the positive action of abortion. Such principles can lead to the birth of a feminist ideology. This ideology is obtained through a long-term process and processed through other social information (Van Dijk, 1995 as cited in Sahmeni & Afifah, 2019). Ideology as a basic form of social cognition can regulate the attitudes of certain groups, the development, structure, and application of socio-cultural knowledge. Discourse analysis through Van Dijk's approach which emphasizes this aspect of social cognition can show the position of the ruling social group, the dominant group, and the marginalized group. Analysis of cognition and social context as socio

cognitive is considered capable of revealing the hidden meaning of a discourse (Samsi et al., 2020).

3. Social Context

Social context is the third dimension of Van Dijk's analysis. There are two important points discussed in this dimension, namely power, and access (Todo & Budiarta, 2018). According to Van Dijk, power is a form of ownership of certain groups in order to control and regulate other groups. Power in addition to being able to control directly or physically can also control in a persuasive form, namely the indirect behavior of someone who is able to regulate and influence mental conditions such as knowledge, beliefs, and attitudes. Next is a discussion about access. This relates to how access to each group is able to control the discourse media. Having access can provide a great opportunity to gain access to a medium. Greater access in addition to being able to control audience awareness is also able to control the topic and content of discourse (Todo & Budiarta, 2018). Van Dijk (1998: 318) reveals that social context also plays a role in influencing and reproducing ideology in addition to the role of discourse structures, mental representations of recipients such as ideology, attitudes, knowledge, forms of experience, personal interests, current expectations, and others. Van Dijk also revealed the fact that various forms of social structure in the form of social contexts, social interaction frameworks, rules, norms, as well as various types of participants such as functions or roles are not only for individual local actions but can be linked to global actions (Van Dijk, 1980: 11).

E. Previous Study

In this study, the researcher has found various references, both theses, and journals. However, they have some differences such as research subjects, research formulas, and research theories.

First, the thesis research conducted by Nugraha, R (2014) entitled "*A Critical Discourse Analysis on Hillary Clinton's Speech 'American for Marriage Equality'*". Researchers are interested in focusing on studying the structure of the text and ideology in the speech delivered by former United States Secretary of State Hillary Clinton which was uploaded on March 13, 2013. The text of the speech was analyzed through macrostructure, superstructure, microstructure, social cognition, and social context according to CDA Van Dijk's theory. After analyzing Hillary Clinton's speech, several conclusions can be drawn that: a) Hillary gave the impression that she was part of the LGBT community who was discriminated against through syntactic analysis, b) Hillary garnered support from the audience by saying the actions she had taken to support her. LGBT, c) Hillary was very careful when delivering her speech by using light language or words to get a good response (stylistic analysis), d) The ideology of liberalism that was thick in Hillary's speech was supporting the freedom of human rights. This research contributes to providing references regarding the analysis of microstructure elements using Van Dijk's theory.

Second, the thesis research conducted by Annisa, L (2018) entitled "*A Critical Discourse Analysis in President Erdogan's Speeches on The Republic of Turkey Official Website'*". This study focuses on the analysis of

macrostructure and microstructure in the text of the speech of Turkish President Erdogan. From the results of the analysis of President Erdogan's speech, it can be concluded: a) The three topics put forward by President Erdogan contain a message so that Turkish citizens continue to work to create a better future for Turkey, b) The President also tries to create a good impression in front of his citizens through syntactic elements, c) The President also uses a lot of our pronouns to draw himself closer to the audience, d) The President also uses light words to get a good response from the public through stylistic analysis. This research is very useful in increasing understanding and as a reference, especially in the field of macrostructural and microstructural analysis in a text that is studied using the theory of Teun Van Dijk.

Third, the thesis research conducted by Sarah, H (2019) entitled "*Critical Discourse Analysis in Donald Trump's Speeches*". This thesis focuses on discussing the types of CDA elements found in Donald Trump's speech and discussing social cognition found in Donald Trump's speech. Based on the results of the study, it can be concluded that several elements of CDA were found in Donald Trump's speech, namely macrostructure and microstructure. Trump uses linguistic features to manipulate language to provoke and persuade recipients. The linguistic features used by Trump include using irony, describing himself positively in his arguments, and using the word 'us' or 'we' to show unity and 'I' to show his strength. The first speech includes several elements of social cognition such as emotional attachment, creating a bad image of the enemy, and worship of America. The second speech includes emotional attachment, mind control, mitigating evidence, glorification,

creating enemy images and the art of rhetorical speech. The final speech also contains six stages of schema such as mind control, emotional attachment, mitigating evidence, building arguments as past suffering, and glorification and art of rhetoric speech. This research is very useful in increasing understanding and as a reference, especially in understanding the elements found in the speech and social cognition found in the text by using Van Dijk theory.