

CHAPTER I

INTRODUCTION

This chapter presents the background of the study, research problems, objectives the study, significance of the study, limitation, and definitions of key terms.

A. Background of The Study

Language has a significant role to play. Language becomes the most effective tool in any communication activity. Every human being needs language to convey what he has in mind. In its use, languages become very diverse. Based on Nababan (quoted from Kusumawardani, 2017), the primary function of language is as a tool for communication between fellow human beings because, without linguistic communication, the social system of society will not be realized. Without language, man cannot interact with others or establish kinship with one another. So language has the primary function of communicating. This diversity of languages depends mainly on the needs and objectives of the communication between each other. Language can also be done orally or in writing.

Discourse is a form of verbal communication. As one of the language elements, discourse is the most complete and complex element. According to Payuyasa, 2017 (as cited in Setyawati, I. M), discourse can be divided into two, written and verbal. Through discourse, speakers or writers can convey various opinions or thoughts verbally and in written form. Suciartini, 2017 (as cited in Setyawati, I. M) says that in critical discourse analysis (CDA), it is necessary to study the context of discourse, such as setting, situation, event, and condition. In

this case, discourse is understood, produced, and analyzed in specific contexts. CDA also examines the context of communication; who communicates with whom and why, in what kind of audience and in what situation, through what medium, how the different types of communication develop, and how each party creates the differences. Language, in this case, is understood in context as a whole.

The importance of CDA is to build a discourse analysis model that contributes to social and cultural research, combining a tradition of textual analysis that has always been seen in an enclosed space with the broader context of society. It is based on the big question of how to relate a micro text to the context of a macro society. He divided discourse analysis into three dimensions, namely text, discourse practice, and Sociocultural practice, analyzed by Norman Fairclough based on Darma, A.Y. (2009).

According to Asmawati, A., & Widyastuti, S. (2022) Learn English with TV series is a YouTube Channel created by three YouTubers: Ethan, Andrea, and Ollie. Ethan speaks with an American accent, Andrea with a British accent, and Ollie with an Australian accent. They created this YouTube channel in 2016 to improve English understanding using TV shows, movies, and talk shows. Now it has uploaded more than 656 videos that discuss learning English based on the Movie and TV series. Some discussion videos on the YouTube channel are also sometimes on Music. The discussion taken from the Movie and TV series is usually around the use of specific words, vocabulary, accents, prepositions, and other material the researcher will try to break down. They not only use YouTube as a place for learning but also have an Instagram account with a method that is no less exciting than learning English.

According to Ayustin, E., Christin, M & H. Francesco (2022), *Peaky Blinders* is a British crime drama series directed by Steven Knight in 2013 and broadcast on the BBC. This drama series is about a feud between gangsters in Birmingham, England post-World War I. Three Romani Irish War veterans named Thomas, Arthur, and John Shelby built a business that continued to expand and control one of the industrial slums in Birmingham. Through its work in various illegal activities, this group is known as *Peaky Blinders*. Although famous for being fierce, they seem fashionable with cool suits in their time and their typical flat cap hats whose backs are tucked in with a razor blade as a weapon to injure opponents.

In addition to being a master of business, they are well known and respected by the locals, especially in Small Heath. Because of their fame, they began to be sniffed by the police at that time. Major Chester Campbell, asked by Winston Churchill to put down the Irish Republican Army, the communists, and other criminal groups, began to observe the movements of *Peaky Blinders*. When Thomas Shelby smuggles in the most modern British military weapon of its time, conflicts of interest and intrigue ensue, strategy, also action. Like dominoes, one war leads to another whose primary source must be the efforts to survive.

The uniqueness of this research is about the English accents of each actor when speaking with each other as well as intonation and pronunciation that aims to understand the meaning of each of what the actors and actresses have said. Also, this TV series has educational value from a non-academic perspective, including how to prepare a strategy when you are going to do something until you get the big goal, dare to face risks if found in the middle that there are some plans are not

suitable, stay calm in dealing with the idea that is not suitable to expectations. Also, learning how to become a leader responsible for many people.

The researcher has found several previous studies relevant to critical discourse analysis. Some of these studies were researched by Dwi Pratiwi (2015), which focused on identifying the portrayal of racism embodied in Solomon Northup in *Twelve Years a Slave* film, second research by Tetty Marlina (2018), which focused on the analysis of three dimension model of CDA, especially first dimension: text proposed by Fairclough to analysis text news of CNN based on text only, third research by Indah Fatmala (2019) which focused on the analysis of CDA elements and describing the macrostructure, superstructure, and microstructure on the Ghazwul Fikri book written by Abdul Shabur Marzuq. And fourth research by Yulia Fernandita (2021) focused on analyzing the linguistic features and the social processes of Jacinda Ardern's Christchurch Speech. Some of these studies make it easier for researchers to understand research with a Critical Discourse Analysis approach.

Based on the above phenomenon, this study aimed to analyze CDA focused on *language text* and *sociocultural practice* of the "Learn English With TV Series: Peaky Blinders" YouTube channel. Therefore, the researcher takes qualitative research using a critical discourse analysis study entitled "Critical Discourse Analysis On 'Learn English With TV Series' Youtube Channel: Peaky Blinders."

B. Research Problems

In this research, the researcher will focus on the problem as follows:

1. How was the language text realized from the CDA element on the 'Learn English With TV Series' Youtube Channel: Peaky Blinders?
2. How was the discursive steps media in 'Learn English With TV Series' Youtube Channel: Peaky Blinders?
3. What are the elements of sociocultural in 'Learn English With TV Series' Youtube Channel: Peaky Blinders?

C. Objectives of The Study

Based on the research problems mentioned above, the objectives of this research are:

1. Identify the language text realized from the CDA elements on the 'Learn English With TV Series' Youtube Channel: Peaky Blinders.
2. To describe the discursive steps media in 'Learn English With TV Series' Youtube Channel: Peaky Blinders.
3. To describe the sociocultural element practice in 'Learn English With TV Series' Youtube Channel: Peaky Blinders.

D. The Significance of The Study

The research was expected to be useful for writers and readers in general, and the results of this research were expected to have the following benefits. The writer wants to enrich the knowledge about Critical Discourse Analysis, especially in television series with the theme of the life history of World War I. In other words, the writer will contribute to anyone interested in discourse structure expressed in Critical Discourse Analysis on 'Learn English With TV Series'

Youtube Channel: Peaky Blinders. The writer also hopes his research results could message the audience, especially enthusiastic students in the Department of English Language Education, State Islamic Institute (IAIN) Kediri.

E. Limitation

The researcher focused on Critical Discourse Analysis and used the theory of Norman Fairclough element on the 'Learn English With TV Series' Youtube Channel: Peaky Blinders. This research was limited to discursive steps, sociocultural, also the language text that includes passive, active voice, pre-post modifier and direct, indirect quotation when the actors are in dialogue.

F. Definition of Key Terms

There are some key terms in this research. The following terms are the definitions of the key terms.

1. Critical Discourse Analysis

Critical Discourse Analysis is a type of analytical research discourse such as setting, situation, event, and condition. It also examines the context of communication; who communicates with whom and why, in what kind of audience and in what situation, through what medium, how the different types of communication develop, and how each party creates the differences.

2. Norman Fairclough's Critical Discourse Analysis

Norman Fairclough built a model of discourse analysis that contributes to social research in the broader context of society. Fairclough divides discourse analysis into three dimensions: text, discourse practice, and Sociocultural practice.

3. YouTube

YouTube channel is a video-sharing website where users can upload, share, and view videos. It was created in 2005 by Chad, Steve Chen, and Jawal Karim, employees at PayPal Company. The domain name is www.youtube.com, and then it developed and rapidly grew to more than 100 million video views per day. YouTube is classified as the third most visited website on the internet. In 2010, YouTube launched a new design to simplify its interface and increase users' time on the site. It provides students with a visual connection to abstract literary theory, which helps teachers to increase students' participation and shed light on context.

4. Learn English With TV Series

Learn English with TV series is a YouTube Channel created by three YouTubers with an American accent, Andrea with a British accent, and Ollie with an Australian accent. They created this YouTube channel in 2016 to improve English understanding using T.V. shows, movies, and talk shows. The discussion taken from the Movie and T.V. Series is usually around the use of specific words, vocabulary, accents, prepositions, and other material the researcher will try to break down. They not only use YouTube as a place for learning but also have an Instagram account with a method that is no less exciting than learning English.

5. Peaky Blinders

Peaky Blinders is a British crime drama series directed by Steven Knight in 2013 and broadcast on the BBC. This series is about a feud between gangsters in Birmingham, England post-World War I. Three Romani Irish War veterans named Thomas, Arthur, and John Shelby built a business that continued to expand and

control one of the industrial slums in Birmingham. Through its work in various illegal activities, this group is known as Peaky Blinders.