

**IDEOLOGICAL CONSTRUCTION OF THE ROYAL BIRTH NEWS IN  
*THE DAILY SHOW WITH JON STEWART***

**ABSTRACT**

The present study addresses issue of ideological construction of the royal birth news in *The Daily Show with Jon Stewart*, a news satire program which serves satirical commentary upon social and political issues (Hallett & Kaplan-Weinger, 2007). Given that the royal family is a highly respected figure, it is interesting to note that they are satirized in U.S. news satire program. The present study employs Critical Discourse Analysis proposed by Fairclough (1995a, 1995b) to reveal the ideology embedded in the commentary upon the royal birth news. It is found that in satirically commenting the royal birth news, this show addressed the royal family, the mainstream news media and the other actors involved in the royal birth news. These actors and entities are used as media to criticize the overwhelming publication of the royal birth news. The result shows that the assumptions and evaluations given upon the actors and entities involved are used to make the news less newsworthy. It is intended to promote change upon viewing the royal birth news for news media did overwhelming publication on this event.

*Keywords: The Daily Show, Critical Discourse Analysis, News Satire, Assumption, Evaluation, Commentary, Ideological Construction, Royal Birth*