CHAPTER II

LITERATURE REVIEW

2.1 Review of Related Theories

In this study, the writer uses several theories. Critical Discourse Analysis (CDA) will be a theory that will be used to explain the way journalists constructing the readers' mind through their news delivering in news website.

2.1.1 Critical Discourse Analysis

Critical Discourse Analysis is a type of Analytical Discourse 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 (van Dijk, 1998). Norman Fairclough in his book *Language and Power* (2001) stated that the characteristics of critical language study regarding the relation of language and society are divided into two central notions. First, language is considered as social practice not a phenomenon separated from society. Regarding language as social practices, there is dialectical relationship within society, which means that the activity of text production is socially conditioned. Second, language is viewed as discourse. He stated that in analyzing text, the analyst should take into account not only the text, but also the context. The analyst should pay attention to the production of the text as well as the interpretation of the text itself.

In Critical Discourse Analysis, according to Fairclough and Wodak (1997), there are five approaches that are applied in analyzing text and talk related to ideology, power abuse, dominance and inequality. They are as follows:

The first is Critical Linguistics. This approach is influenced by the systematic theory introduced by Halliday. It is almost similar with French Discourse Analysis, Critical Linguistics focuses a discourse analysis on language and relates it with ideology. However, the Critical Language is more concrete than French Discourse Analysis because it views grammatical aspect. The core of Critical Linguistics approach is to see how language grammar brought certain position and ideologies. In other words, ideology aspect is observed through the diction and grammar used.

Secondly, French Discourse Analysis. Pecheux is considered the father of this approach. His thought is influenced by Althusser's Ideology Theory and Foucault's Discourse Theory. According to Pecheux, language and discourse encounter on language usage, while language materialization on ideology. Pecheux focused on ideology effect from discourse formation that positions an individual as a subject in certain social situation.

Thirdly, it is Socio Cognitive Approach. Socio Cognitive Approach was developed by lecturers in Amsterdam University, Netherlands. Even so, its main figure is Teun A.van Dijk. Van Dijk and his friends since 1980s have observed the news articles in European newspapers. This approach is called socio cognitive because van Dijk seescognitive factor as the main element in producing discourses.

Discourse is not seen only from its structure but also on its production, which involves a process called socio cognitive.

Fourthly, Sociocultural Change Approach. This discourse analysis mainly focuses on discourse and socio-cultural change. Fairclough was a lot influenced by Foucault and Julia Kristeva and Bakhtin's inter-textual thought. Discourse is considered as social practice. Therefore, there is dialectic relationship between discursive practices and identity, as well as social relation. Discourse also attributes in situation, institution, and certain social class.

The last is Discourse Historical Approach. Ruth Wodak and her colleagues, lecturers in Vienna, developed this approach. They were mainly influenced by Frankfurt scholars' thoughts, in particular Jurgen Habermas'. At that time, the observation was used to show how the discourse in media and contemporary society on sexism, anti-Semite, racialism discourse worked. This discourse is called history because according to Wodak and colleagues, discourse analysis has to enclose a historical context of how a discourse about a community is described.

Among the five approaches, the writer chooses the Socio Cognitive Approach because the approach views a discourse not only from its structure but also from its production, in the process of production it is included the process which is called social cognitive.

2.1.2 Socio – Cognitive Approach

The approach developed by van Dijk analyzes the discourse not only from the text. It is because a text is the result of a production. Thus, the production of text

itself has to be analyzed too. Text does not emerge suddenly to the media, but it is formed in a discursive practice. Van Dijk considered the socio cognition as a connection between macro elements of text concerning social structure in the society, as well as micro elements contributing to the production of certain representation.

Discourses, according to van Dijk, have three dimensions: texts, socio cognition, and contexts. The core of this approach combines the three dimensions of discourse into one unity analysis. How the structure of the text and strategy of discourse are used to give the tendency to the particular themes, are analyzed in the dimension of the text. The text has three levels: macro structure, superstructure and micro structure. Firstly, macro structure relates to general meaning of texts which can be observed from theme. Secondly, superstructure is a framework of a text, such as: introduction, content, and conclusion. Lastly, microstructure specifies meaning of a text which can be observed from diction, sentences, and style used in the text.

2.1.3 Ideology

Ideology is the basic framework for organizing the social cognition shared by members of social groups, organization or institution. Ideology connects between the cognitive aspect and social aspect. The cognitive aspects include cognitive representation and processes underlying discourse and action. On the other hand, social aspects cover the societal position and interest of social groups.

Dijk (2006) stated that there are four characteristics of ideology. First, whatever the ideologies are, they are primarily some kind of ideas that is belief systems. Dijk said that, "This implies, among other things, that ideologies, as such,

do not contain the ideological practices or societal structures (e.g. churches or political parties) that are based on them" (Dijk, 2006, p.116).

Secondly, there are no private languages, there are no private, personal ideologies. Hence these belief systems are socially shared by the members of a collectivity of social actors. In other words, ideologies consist of social representations that define the social identity of a group, that is, its shared beliefs about its fundamental conditions and ways of existence and reproduction. Different types of ideologies are defined by the kind of groups that 'have' an ideology, such as social movements, political parties, professions, or churches, among others.

Thirdly, ideologies are not any kind of socially shared beliefs, such as sociocultural knowledge or social attitudes, but more fundamental or axiomatic. For example, a feminist ideology may control attitudes about abortion or knowledge about gender inequality in society. One of their cognitive functions is to provide (ideological) coherence to the beliefs of a group and thus facilitate their acquisition and use in everyday situations. Among other things, ideologies also specify what general cultural values (freedom, equality, justice, etc.) are relevant for the group. They control and organize other socially shared beliefs.

Fourthly, as the sociocognitive foundation of social groups, ideologies are gradually acquired and (sometimes) changed through life or a life period, and hence need to be relatively stable. One does not become a pacifist, feminist, racist or socialist overnight, nor does one change one's basic ideological outlook in a few days.

Many experiences and discourses are usually necessary to acquire or change ideologies.

Ideology, based on the classic theory, was created by dominant group in order to legitimate their dominance (Darma, 2009, p.63). In critical discourse analysis, it is claimed that discursive practices contribute to the creation and reproduction of inequal power relations between social groups – for example, between social classes, women and men, ethnic minorities and the majority. These effects are understood as ideological effects.

2.2 Review of Related Studies

There are several similar studies about the critical discourse analysis which has been done by other researchers. Some of them that the writer takes as the previous studies are Davies (2010), Vikhi (2010), Erdyana (2010), and Fasih (2011).

Davies (2008) which examined about oppositions in News Discourse: the ideological construction of 'us' and 'them' in the British press. In his research, he took 2 reports of two major protest marches taken from news articles in UK national daily newspapers as a data. The aim of the thesis is to review and contribute to the development of existing theories of oppositions (often known as 'antonyms'), in order to investigate the potential effects of their systematic usage in news texts and add an additional method of analysis to the linguistic toolkit utilized by critical discourse analysts.

Vikhi (2010) studied about the construction of pornography concept in Jawa Pos news article about the proposed law against pornography (RUU APP) from 2006 to 2007. In this study, he found that news article in Jawa Pos state that most of Indonesian religious people and and especially Moslem people do not tolerate and justify pornography. The concept of pornography in RUU APP contains biased and ambiguous terms. In other words, the concept does not accommodate the idea of six-recognized religions and gender equality.

Erdyana (2010) attempted to figure out the construction of concept of pornography toward RUU APP news in Republika 2006 and to figure out the concept of pornography are associated with in the news article. She found that the Republika chose to support this Bill in order to be legalized as soon possible by Indonesian House of Representative (DPR). The big support to the legalization of this Bill was shown in its news through the word choices that then became the complete news.

Fasih's study (2011) aims to know the ideological construction of news article about tsunami in Mentawai in Jawa Pos and Kompas. This study used the qualitative method since this method gave the way to understand how the media covers the issue about tsunami. In analyzing the data, Fasih used socio − cognitive approach from Critical Discourse Analysis which is based on the three text levels: microstructure, superstructure, and microstructure. Fasih found that the theme of the news article is the bad coordination and the lack of lateness which occurred in Mentawai; this theme was supported with the linguistic features: lexicon, graphic, background, details, presupposition, and coherence. Thus, from the three levels, it can be found that the

discourse of natural disaster (tsunami) is related to the disaster management whose focus is still only the government.

Meanwhile, Chen (2011) studied about the ideological construction of solidarity in translated newspaper commentaries: Context models and inter-subjective positioning. The research is aim to demonstrate how news translators ideologically construe solidarity in translated newspaper commentaries about the Economic Cooperation Framework Agreement (ECFA) signing between Taiwan and China. Using a corpus of 26 Chinese commentaries from the Liberty Times in Taiwan and their English translations from the Taipei Times as data, this article (1) compares the context models, together with relevant ideological forces,constructed by the news translators and the original writers and (2) investigates how contextual variations guide the translators to make inter-subjective positioning shifts through engagement resources.

Based on the previous research, the writer is able to get more understanding about this research. Therefore, in this research aims to discover what ideologies within the news article of Nazaruddin case in Tempointeraktif.com and to explain how the ideology constructed in the news article of Nazaruddin case in Tempointeraktif.com. The result of the analysis on this news article is going to help to establish the use of language in constructing an ideology and how the language influences the power. In addition, it gives the view to readers that while reading news, either in printed or online news, there are some ideologies incepted within the news so they can be more aware of what they read.