

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a systematic analysis of the implicitness and it applies to an intercultural approach to media discourse. Van Dijk defines the text as an iceberg of information which is expressed through words and sentences which consist of the underlying ideologies (Dellinger, 1995). It means that ideology is delivered through the language use, such as words and sentences. The ideology also monitors discourse, communication, interaction and other action forms, and underlines all kinds of social and cultural organization of society as a whole.

CDA focuses on the power which occurs in the process of production and reproduction of meaning (Eriyanto, 2001). Based on the statement, the power occurs not only in the process of production of meaning but also in the process of reproduction meaning. CDA deals with the formulation of ideas about how discourse contributes to the power and dominance reproduction. In this case, power does not include the power of an individual since CDA sees power in relation to and as belonging to a dominant group.

Critical Discourse Analysis (CDA) is not only the study about social problems that happen because of the discrimination, but also criticizes them in a particular way. Critical discourse implies a political critique of those responsible

for its perversion in the reproduction of dominance and inequality (van Dijk, 2004). As a result, the CDA is considered as 'socio-political discourse'.

Actually, there are some major approaches that we could find in CDA and here some of them (in Fairclough and Wodak, 1997):

a. French Discourse Analysis

This approach is influenced by Michel Pecheux. He believes that discourse is the place where language and ideology meet. In this approach, it tries to discover the ideological dimension by analyzing the selection of words of the language and focusing the studies in textual discourse.

b. Critical Linguist

This approach is influenced by Halliday. Actually, this is similar with French Discourse Analysis, but critical linguist more focus on the language grammatical structure to find the ideology in the text. Critical linguists also draw attention to the ideological potency of systems of categorization which are built into particular vocabularies.

c. Socio-cultural Change Approach

This approach is influenced by Norman Fairclough. This approach focuses on the relationship between socio-cultural change and discursive change.

d. Discourse-historical Approach

This approach is influenced by Wodak and her colleague in University of Vienna. Wodak made this approach to find al background of information or history in the analysis and interpretation of the many layers of a written or spoken text.

e. Social-semiotic Approach

Kress and Hodge are two critical linguists who develop Social-semiotic approach. This approach is concerned in the drawing of multi-semiotic character of most texts. It also explores the ways of analyzing the visual images especially photograph and television images and relates them with the language use in order to interpret the message.

f. Socio-cognitive Approach

TuenVanDijk is the founder of this approach. He believes that in analyzing the discourse we cannot only concentrate on the text, but also from how the text is produced because text consists no specific meaning. The meaning is given by the person who writes the text, so it's possible contains any ideologies that construct the person's belief and knowledge.

Of those approaches above, the writer chooses the Socio-cognitive Approach as the theory used in this study because it could discover the message behind the texts. It can help the writer to find the Dipo Alam's report about BUMN Bribery by members of Indonesian Parliament in *Jawa Pos* and *Kompas*.

2.1.2 Socio-cognitive Approach

According to van Dijk the research about discourse is not enough based on the text, but also from how it is produced (Eriyanto, 2001, p.221). In this case, the text is the result of a production practice. Therefore, we have to see how the text is produced to determine why the text can be like that, for instance by Eriyanto, the

text about the marginalization of the woman. This text does not appear suddenly without the reason or the message from the journalist. This text is created as a representation of the patriarchy system of the society. From this example, there are two elements: First, there is a micro element in the text that contributes to the representation of woman marginalization in the news. The second is about the patriarchy system in the society. Thus, van Dijk creates the connection between the text and context that is called socio-cognition.

The socio-cognitive approach of van Dijk attempts to discover the social inequality of one side of the problems which appears as the effect of social interaction, which is then reported in the news. The meaning itself is given by the person who writes the text, so it is possible that the text contains the view that constructs the person's belief and knowledge. The readers can be the target of spreading the message in the texts. Therefore, the message inside the text is based on the writer who writes the texts.

The term of socio-cognitive is adapted from the field study of social psychology. It tries to explain the structure and the process on how the text is produced. The production of text can be influenced by cognition. It means that the text relates to the mental awareness of the reporter, which is also related to how the knowledge and experience of the reporter in their writing about the topic in the text. Therefore, the representation of the message of the text can differ because the reporter has the different background knowledge and experience.

Van Dijk combines the three dimensions of discourse: text, social cognition, and social context. The point of his analysis combines those three

dimensions in unity of analysis (Eriyanto, 2001). In his theory, Van Dijk doesn't only focus on analyzing the text, but also the social cognition and the social context. The three dimensions of discourse can be more understood from the table below:

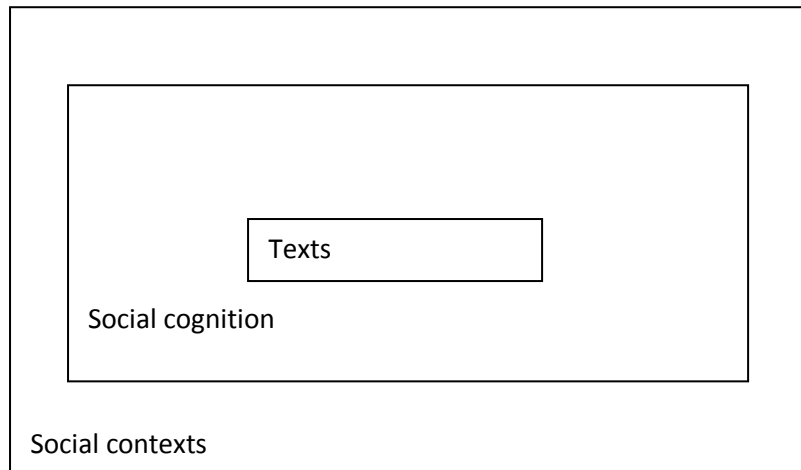


Figure 1.1 three dimensions of discourse (Eriyanto, 2001)

The first, the dimension of text is how the structure of the text and strategy of discourse are used to give tendency to the particular themes. It is because the texts have the different particular themes. Van Dijk also says that a text consists of structure which supports each other (Eriyanto, 2001). Based on the statement, there are some combinations of the structure to build the text, but it has the function to support each other. In this case, there are three stages in analyzing the text: macrostructure, superstructure and microstructure. Macrostructure is regarded as the global meaning which can be observed from the topic of the text. The topic usually indicates the concept of being dominant and central, and content of the news. The topic describes the main idea of the reporters when they observed the event. In this level, the main idea can be seen from the title of the text and the whole story of the news report.

The superstructure represents the way of how the text is arranged, so it can have a coherent meaning. The scheme shows what parts of the text are arranged and organized to create a unity of meaning. The story is the content of the whole news. The content of news has two categories: the situation (the process or the course of events) and the comments that appear in the text. On the other hand, the summary generally has two elements, which are the title and the lead.

Finally, the microstructure is the text's meaning which can be observed through the selection of words, sentences, and style which applied to the text. It consists of semantic, syntax, stylistic, and rhetoric elements. In semantic the meaning from the text is which wants to be insisted. In the syntax is observing the form and organization of the sentence. In the stylistic is observing the diction is used in the text. Then, in the rhetoric is how and what way the tendency is presented.

According to van Dijk, in the media the selection of words, sentences, and rhetoric is the strategy of the reporter. Thus, the use of specific words, sentences, and style is not only the way of communicating but also the political communication. The political communication is the way to persuade the public opinion, create support, legitimacy, and eliminate the enemy.

The elements of the text can be more understood from the table below:

Text structure	The subdivision of text structure	Elements
Macrostructure The global meaning of the text	Thematic	Topic
Superstructure The way of the text is arranged	Schematic	Scheme
Microstructure The text's meaning that was applied in the text	Semantic style Meaning from the text which want to be insisted	Setting, detail, meaning, presupposition,
	Syntax style It is observing the form and organization of the sentence	Sentence form, coherence, pronoun
	Stylistic style It is observing the diction is used	Lexicon
	Rhetoric style How and what way the tendency is presented	Graphic, metaphor, expression

Table 1.2 elements of the text (Eriyanto, 2001)

The socio cognition approach that is proposed by van Dijk does not stop in the text analysis process. There are still two steps that should be analyzed in this approach. The second dimension is the social cognition of analysis. In this case, the focus analysis is on the cognition of the text producers. It is also how the text of news is produced involving the individual cognition of reporter. It is because the reporter has differences in background knowledge and experience. It can influence the production of the text and also the way to present the ideology of the text. Therefore, social cognition is important to be analyzed in this study.

The last, the dimension is social context or societal analysis is about how the building of discourse of a problem which is developed in society. It means that the society has different evaluation from each problem. The important point of social context is to understand how the meaning is believed together and how the social power is produced by discourse practice and legitimating. It can be concluded that this approach tries to combine textual analysis to comprehensive analysis which is not only on the text, but also on the reporter and the society.

Therefore, a media text cannot be separated from the text producer and the social condition. In this case, there are two points which are 'power' and 'access' that can influence spread of the message text. The power is usually related to the control of person to the marginalized the other person by using money, status, and knowledge. Then, the access is also owned by the person who has the bigger access to control the media. As the effect, they will also have the big chance to control the society.

2.1.3 The Media

The media is a very integral part of our reality. The media refers a way to communicate an idea or a message to someone through television, radio, movies, internet (Leif and Colin, 2010, p. 12). In this case, the content of each program in TV delivers the message to the viewers. Each of programs gives the different message based on someone who makes the programs. Moreover, radio and the internet also give the message to the listeners and readers. The media can communicate their message or influence the thought of the society easily.

Moreover, according to Silverblatt (2004) the media provide a sense of order and stability in the lives of individuals. People arrange their daily routines around the media activities, such as reading the morning newspaper, watching their favorite television programs, and checking their e-mail. As a consequence, the media have effect on the lifestyle of a culture like daily activities, language, and fashion.

According to Sadaf (2011) there are different roles of the media including; providing education, entertainment, information in addition to the role of gate keeping which is to keep a check and balance that which information is passing by and which is not. Providing education means the media can give knowledge to the readers. Based on the statement above, the media not only entertain the readers but also give information and provide education to the readers. So, the readers can study through the media that they have.

Besides that, in the modern time now there is social media sites are web-based sites used to broadcast information and interact with other people. The most popular forms of social media sites are: Blogs, interactive web pages such as FaceBook, Twitter, and Myspace. When the people create a social media account they input information about themselves that can be viewed by the public. Information such as location, age, gender, likes/dislikes etc. can be viewed by other people. Thus, it becomes a social interaction between other people. Not only to make social interaction but also to create business between other people. For example, we sell or buy something through FaceBook. We just upload or see a

picture then we can deal to buy or sell our products. It can make easy to get the profit easily.

2.1.4 Language of Newspaper

A newspaper is a publication containing information of news and advertisements. In general, newspaper has some contents about politics, economics, social issues, cultures, educations, sciences, technology, sports, crimes, and entertainments. In the newspaper, people can get up-to-date information of events that happen around the world because newspapers always give new information every day. Newspaper becomes a daily menu for most people since the people convey information, ideas, or opinions, and also entertain the readers.

Nowadays, there are some communication technologies such as, internet, television and radio but newspapers still exist to supply the information to the readers until now. Besides that, many people prefer to read newspaper because they can access information by reading them at any time they want and it can be clipped to be a document. On the other hand, television and radio are time based, which means people have to follow the schedule of the programs at certain time.

Newspapers use language as predominant tool to communicate ideas on current affairs. The language that is used in newspaper differs from television and radio because in newspaper, written language is the main tool for journalist to deliver the message. In the newspaper, there are some pictures included to support their written text to deliver the message. On the other hand, television has more various aspects such as written texts, visual picture, and sound to deliver the

message. Therefore, I consider that newspaper as one of kind of printed media that uses language extensively in written form.

Language is a major element to produce the text especially news reports. The content of media is a written language such as words, numbers, pictures, and graphics. According to Reah (2004, p. 71), word choice is a powerful tool for establishing an ideological stance. Moreover, the language in media is not only as the tool to interpret the message, but it determines the public interpretation. According to Kenneth Burke, certain words not only focus on attention to the public in certain problem but also limit our perception and direct the way audience's thought and belief system (Cited Eriyanto, 2001, p. 119). Based on the statement, the word choice can direct certain logic to understand the problem. The use of certain words can also indicate the goodness or badness of someone reported in the news.

2.2 Review of Related Studies

There are some studies similar with my study. The studies were concerned with discourse and used CDA. Rahmatika (2008) looked at the discourse strategies used in *Buletin Da'wah Al Islam* by HTI. She used van Dijk approach but she just focused on the microstructure level of the texts that consist of syntactic style, lexicon, and rhetoric. She found that there are some strategies used by Al Islam journalist in reporting the caliphate issue. Those features seem to have a correlation with the ideological concept from van Dijk because HTI by

using their media try to control the readers mind and also HTI try to prove the importance of building the caliphate in the world.

Another study made by Nugroho (2009) identified Word-Choice of Headline News on Muslim Issues Used in *the Jakarta Post*. Here, he used Van Dijk's theory by emphasizing on socio-cognitive approach, which means that he focused how the journalist consciously produced the text in order to make the readers follow the journalists understanding or belief. He analyzed the micro structure of the text in the level of lexicon. The analysis on the level of lexicon was classified into four types namely lexicon used to create classification, lexicon used to limit view, lexicon used to have clash discourse, and lexicon used to marginalize. He found that lexicon used to clash the discourse shows the hidden ideology and create critical reader and the lexicon used to marginalize tend to blame or corner the enemy.

Then, the study by Almeida (2011) discussed about Palestinian and Israeli Voices in Five Years of U.S. Newspaper. The discourse sample consists of 50 news articles for each of the years of 2002–2006, selected collectively from six or seven newspapers, depending on the year. For 2002–2003, the six newspapers used were *The New York Times*, *The Washington Post*, the *Los Angeles Times*, the *Chicago Tribune*, the *Miami Herald*, and the *Boston Globe*. For 2004–2006, the *Miami Herald* was dropped from the sample, and the *Houston Chronicle* and *Philadelphia Inquirer* were added. He combined Critical discourse analysis and corpus linguistics to produce integrated qualitative and quantitative analyses of six dimensions of the discourse: (1) direct quotes, (2) indirect quotes (3) terms

denoting violence, (4) terms denoting negative emotions, (5) terms denoting conflict, and (6) positive discourse. These dimensions of discourse with respect to Israeli and Palestinian authorities and civilians led to a number of conclusions that, in general, the discourse is characterized by terms denoting violence, conflict, and negative emotion.

The differences of previous studies with the writer's study are the issue and the approach. In this present study, the writer analyzes a different issue using a different approach. The issue of writer's study is Dipo Alam's report about state-own enterprises (BUMN) bribery by members of Indonesian parliament (DPR) in *Jawa Pos* and *Kompas* and the writer's study used socio-cognitive approach to discover the view of *Jawa Pos* and *Kompas* about the cases.