

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Framework**

##### **2.1.1 Critical Discourse Analysis**

Critical Discourse Analysis (CDA) is a study which concern is to analyze discourse using critical approach to find a message or purpose behind a language/text. According to Blommaert (2005), CDA is one out of many attempts towards the development of critical approaches to language, culture, and society. CDA sees how discourse is not neutral and innocent. Discourse is seen or thought to be a medium in which dominance and power play its role as oppressor. There is complex relationship between dominance and discourse. There will always be persons or parties that will suffer from dominance and inequality brought by a certain discourse or discourse practice. Therefore CDA is unabashedly normative: any critique by definition presupposes an applied ethics (Van Dijk, 1993). It is used to criticize the already perceived norms or reality in society that seem to be fine and unproblematic.

CDA is mainly interested in uncovering the socio-political stance behind a text or discourse. It is primarily interested and motivated by critical social issues, which it hopes to be understood better through discourse analysis (Van Dijk, 1993). It aims to get more insight into the crucial role of discourse in the reproduction of dominance and inequality. It systematically explores often opaque relationships of causality and determination between discursive practices, events and texts, and wider

social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power (Fairclough, 1995, p.122-123).

CDA uncovers how power and dominance are close-related to discourse practice in society. Power involves one group's dominance over other groups. A powerful group may not only limit the freedom of action of others, but also influence their minds. Besides the basic alternative to force to directly control action is mostly cognitive, and enacted by persuasion, dissimulation or manipulation, among other strategic ways to change the mind of others in one's own interests (Van Dijk, 1993). It is at this crucial point where discourse and critical discourse analysis come in; managing the mind of others is essentially a function of text and talk. Such mind management is not always bluntly manipulative. On the contrary, dominance may be enacted and reproduced by subtle, routine, everyday forms of text and talk that appear natural and quite acceptable (Van Dijk, 1993). Ideology is not delivered in such vulgar way or through violence for example, but it is inserted into everyday talk or texts that seem to be normal or ideology-free.

Lack of power is measured by its lack of active or controlled access to discourse: in everyday life, most ordinary people do not have enough or active access to specific kind of form communication. They have more or less passive access to bureaucrats in public agencies or to professionals (e.g. doctors, teachers, police officers). In other situations they may be more or less controlled participants, onlookers, spectators, consumers or users. Power and dominance of groups are

measured by their control over discourse. The implication of this correlation is not merely that discourse control is a form of social action control, but also and primarily that it implies the conditions of control over the minds of other people, that is, the management of social representations. More control over more properties of text and context, involving more people, is thus generally associated with more influence and hegemony.

There are several scholars with their approaches in CDA field. Despite the fact that all the approaches to CDA have the notions of ideology and power in common, they could be classified into several ranges with respect to the differences in their theoretical foundations and analyzing tools. According to Eriyanto (2001), there are five major approaches in CDA:

1. Roger Fowler, Robert Hodge, Gunther, Kress, and Tony Trew

They wrote a book entitled *Language and Control* and introduced an approach known as critical linguistics. Critical linguistics seeks how vocabulary and grammar brings a certain implication and ideology in a certain text.

2. Theo van Leeuwen

Van Leeuwen introduced an analysis model to find out how a certain group of people or a certain someone being marginalized in a certain discourse. People who belong in a dominant discourse would likely to oppress those belong to the minor discourse.

### 3. Sara Mills

Sara Mills often discussed the relation of discourse with feminism. She focuses on how women are represented and often marginalized in a certain text. She introduce her idea about subject-object position; someone's position in a news report.

### 4. Teun A van Dijk

Van Dijk introduces an approach called Socio-cognition. He believes that there are three dimensions of discourse; text, social cognition, context. Social cognition is a dimension in which the text is assumed to be produced by a certain people through the way they perceive a certain social reality. It bridges discourse structures and social structures. And text can be analyze from the three structures; macrostructure, superstructure, and microstructure.

### 5. Norman Fairclough

Fairclough also categorized discourse into three dimension; text production and consumption, discourse practice, and sociocultural practice. Fairclough argues that a text doesn't merely contain a representation of an object but also the relation between objects is defined. A text can be analyzed from three aspects; representation (how events, people, and groups are represented or described in a text), relation (how the relationship between reporter, audience, and participant is represented in the text), identity (how the identity of reporter, audience, and participant is represented in the text).

### **2.1.2 Van Dijk's Socio-cognitive Approach**

Socio-cognitive approach proposed by Van Dijk is chosen as a theoretical framework in this study. Despite the application of the approach that is mainly and commonly used to analyze news in a newspaper and magazine, it is very applicable in any medium. A text according to Van Dijk (Eriyanto, 2001) is a product of social representation. Therefore there will always be a reason why a certain text is being produced. And Socio-cognitive approach enables us to see why or how the text is produced. Language meaning not only can be derived from the writer's intention, but it is also can be in the form of reader's perception from the linguistic elements within a text. It is not only a matter of what the writer wants, but also a matter of what the reader perceives. The concept of authorial style is of less interest to critical discourse analysts, who often deal with texts for mass distribution that are not the product of a single particular author (Bucholtz in Holmes and Meyerhoff, 2003).

Socio-cognitions allow us to link social practice and discourse. They explain the production as well as the understanding and influence of dominant text and talk. But in order to understand or presuppose social events in a certain discourse we need knowledge because our knowledge actually affects the way we perceive the world. Ideologies are the fundamental social cognitions that reflect the basic aims, interests and values of groups. They may be seen as the fundamental cognitive programs or operating systems that organize and monitor the more specific social attitudes of groups along with their members (Van Dijk, 1993). Thus, knowledge, attitudes and ideologies are generalized representations that are socially shared and hence

characteristic of whole groups and cultures, and unique specific models. In other words, models allow us to link the personal with the social. Thus specific discourse structures determine specific mental processes and social representatives. To put it simpler, the approach introduced by Van Dijk covers text, socio-cognition, and context.

According to Van Dijk, there are three structures that can be analyzed in the text level. Macrostructure refers to the global meaning or theme can be derived from the topic being discussed. Superstructure is how the text being organized, it is how the correlated discourse structure being outlined. And microstructure refers to the local meaning of the text which can be from the words preference, sentence, and style used. Macrostructure refers to historical, cultural, political, and social structure in which a communicative event occurs, whereas microstructure shows the features of the situation and interaction in which a communicative event occurs. By researching these three structures of the text in its relation with socio-cognition and context, the writer hopes to uncover ideology being shared in the text or discourse.

### **2.1.3 Critical Discourse Analysis and Fan Culture in Cyberspace**

In cyberspace, written language is assumed to be mediating the human-computer interface as well as the human-human interface. The implications of the domination of Internet and computer-mediated communications by text can be seen from how the internet has now become a medium of the cultural hegemony (Macfayden & Doff, 2006). It causes the information as well as the ideology content spread even wider. On the other hand, the culture itself then affects the language of

cyberspace. Discourse of fandom is the example of how the culture is having effect on the language of cyberspace. In general presumption, discourse in fandom includes emotional attachment and affective interaction within its members. The familiarity of strangers is often found yet it's not hard to find rant or rage.

The interaction of people within fandom members in a forum or discussion reflects how the language plays important role in mediating their thought yet sometimes distorting and often manipulating. It is thought to be providing something else, a person to person interaction that is predominantly social in character (Crystal, 2001). The semantic content and discourse coherence of a forum is likely to be stronger within the asynchronous setting, but even there significant social elements operate. The nature of interaction in forum or discussion, even when the topic is serious, is recreational. It is how then language plays its routine. Participants frequently provide each other with expressions of rapport. Personal opinions and attitudes, often of an extreme kind, dominate, making it virtually impossible to maintain a calm level of discourse for very long. If people are actually looking for facts, forum is not the right place to find them. It provides us with opinions to react to.

In engaging in a forum or discussion, people may be potentially involved in several disruptive interactions, like trolling, flaming, and bashing. *Trolling* is a disruptive role online by intervening in discussion, sometimes in order to attack, sometimes to deceive (with 'disinformation', or 'misinformation'), sometimes to parody or outrage or merely to annoy (Gelder, 2007, p.156). The traditional definition

of trolling is posts of a deliberately provocative message to a newsgroup or message board with the intention of causing maximum disruption and argument. According to Gelder, *Flaming* is a part of trolling in which the purpose is both a game and a method of subcultural boundary demarcation. As explained above, one of the aims of trolling is to attack or to flame, thus flaming is considered as part of trolling yet the operation is slightly different. Flaming is a term used in the internet to describe the interaction in which people start to use either aggressive or provoking language while engaging in a certain discussion (Crystal, 2001, p.55). It is usually directed to a specific recipient. Flaming is a heated up conversation, get into a really bad argument. It is serious remarks containing a specific stance or attitude. They want people to accept their opinion or at least get into their mind. In flaming we can also find comments or remarks which nature is to bash. Bashing is being mean to people by attacking them with rude or harsh words, often offensive and based on prejudice. It is being rude simply to be rude.

There are many approaches can be applied to research cyberspace phenomenon or cyber culture. The most popular ones, according to Bell (2001), are ethnography and discourse analysis. Critical discourse analysis is expected to reveal an ideology behind or within a certain discourse or linguistic practice. It can be used to tackle a cultural issue from critical perspective. By using critical approach it enables researchers to have a glimpse of understanding and insight towards a certain issue or phenomenon.



## 2.2 Related Studies

There are several studies will be reviewed in this section. The first study to be reviewed is written by Herring (2004) entitled *Computer mediated discourse*. In this journal article, she laid out the development of computer mediated discourse (CMD) and the problems faced in the occurrence of computer mediated discourse. She stated that the study of computer-mediated discourse developed alongside of interactive networking, as scholars became exposed to and troubled by communication in the new medium. Scholars saw an emergence of new genre that is interactive written discourse. Hence CMD then became one of the concerns in linguistic field.

It is believed that the language in computer-mediated communication is less complex, correct, and coherent compared to traditional written language. It is fewer in vocabulary and shorter in clause. However it is also believed that the computer-mediated language is not lack in expressiveness, since it is more like oral language rather than written language. Moreover, not only CMD is a result of a computer technology, it is also affected by social and cultural experiences brought by the people who utilize it and therefore contributes social and cultural notions.

The next study is journal article by Shin (2009). This paper explores the globalizing project of Korean pop, focusing on the case of pop star Rain, who attempted to make debut in US. In the background, the system or cultures of production of the Korean music industry was examined, including why and how it transforms itself into multi-purpose star management and how it has been making denationalized transnational stars. The different reactions from the media and fans to

Korean pop stars that enter a cross-cultural market were critically assessed. Ultimately, this paper tried to engage in debates about the interrelations between globalization and regionalization in the case of recent Asian popular music.

And the last study to be reviewed here is the work of Hanaki, Singhal, Han, Kim, and Chitnis (2007). This article analyzed the popularity of *Winter Sonata* (a South Korean television series) among Japanese audiences, especially among middle-aged women, and the impact of the accompanying *hanryu* phenomenon on Japanese society. The researchers conducted their study by applying qualitative interview surveys to 33 female Japanese viewers of *Winter Sonata*. The interpretive analysis of the data reveals the reasons for *Winter Sonata*'s popularity in Japan, and how this television drama and the *hanryu* phenomenon have influenced Japanese perceptions of Korean residents living in Japan, South Koreans and North Koreans.

The two latter studies are proof how Korean culture is indeed having effect outside Korean borders. It has influence in the world and indeed aims to be known globally. Therefore it causes various fanning phenomena and contributes to fan culture. Those two studies similar to this study try to explore on how Korean culture is being accepted globally and see how the audiences' perception works towards the product of the culture and the outside world. However, if the two works focus on the product itself, this study focuses on how the product being perceived by the fans as an active readers in a forum.

While the last two studies discuss about the cultural product, the first study's concern is about how the cultural product is being communicated through computer

media. Every computer-mediated message or communication form like e-mail, discussion groups, real-time chat, or virtual reality role-playing games may be a medium of CMD. Computer-mediated communication is distinct from written and spoken language, therefore the medium for the CMD itself known as typed text, which is faster to transmit compared to written text yet slower compared to spoken text. One of the most important variables in CMD is synchronicity. Other variables follow are simultaneously, text length, and the availability. These media are socially as well as technologically defined, each having their own unique histories and cultures of use. It then explains how the forum works also as a medium of CMD. The problem is this study didn't mention about anything related to how we can critically see the interaction as well as the construction within the forum.

The significant distinction of this study out of those three studies is this study tries to explore the common linguistic properties used in the interaction in SNSD thread discussion in Allkpop forum that the meaning of a certain language set can be interpreted. The reason foregrounding this matter is because discourse is presumably considered to be containing a certain intention or ideology, remembering the fact that language is seldom neutral. And it becomes even more significant since the medium is internet or online forum where everything is going on rapidly and very fluid.

# CHAPTER III

## METHOD OF THE STUDY