

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

2.1.1 Socio Cognitive Approach and Critical Discourse Analysis

The writer applies Critical Discourse Analysis which focuses on the socio cognitive approach of Van Dijk since it is associated to discover the social disparity as the implication of social interaction and the dominance of power that decisively reported in the news articles. Furthermore, by applying socio cognitive approach, the writer can comprehend the theme, the scheme, and the linguistic features supported the news report. In this case, the way the New York Times and Al Jazeera present the news could also be identified and understood from these text levels. Van Dijk stated that the research about discourse deals with production of the text rather than only based on the text itself (cited in Eriyanto, 2001).

In this regard, text does not come from empty space. For instance, a text about the marginalization of woman appears as it is produced as the representation of patriarchy system in certain society. From this case, there are two elements consisting of micro elements of a text that represent the marginalization of women in the text and social structure elements that represent the patriarchy system of a society. Hence, Van Dijk made a connection between such text and context which is called as socio-cognition.

The term socio-cognition is actually adapted from the field of social psychology in order to explain the structure and process how the text is produced. The production of the text is influenced by cognition or mental-awareness of the journalist about certain views in a society. Therefore, in Van Dijk's point of view, the text is produced through social interaction and at the same time it expresses the value of the society structure.

Besides, Van Dijk combined the three dimension of discourse: text, social cognition, and social context. The main point of combining these three dimensions is that these functioned as unit of analysis (cited in Eriyanto, 2001). The relation between the tendency of particular themes and the use of the text and strategy of discourse are analyzed in the dimension of text. On the next dimension, social cognition, it more focuses on how the text of news is closely related to the individual cognition of the journalist, while for social context analysis, it tends to focus on how the discourse about certain topics developed in society. From the explanation above, it could be concluded that Van Dijk attempts to combine textual analysis with comprehensive analysis which does not only focus on the text, but also involves the production of the text, both from the journalist context and from the social context.

Furthermore, Van Dijk also stated that the text consists of structures that support each other (Eriyanto, 2001). Those are macrostructure, superstructure, and microstructure. Macrostructure is called the global meaning which could be observed from the topic or theme of the text. The next stage is called superstructure in which it focuses on schematic structure as how parts of the text

are arranged on its relation to coherence, while the last stage is called microstructure, a stage in which it concerns with the selection of words, sentences, and style of the text.

These three aspects (macrostructure, superstructure, and microstructure) were used to analyze the news articles associated to Iran's nuclear issue. Macrostructure, superstructure, and microstructure are related with each other. These three aspects created the conclusion of the whole text. Hence, it is impossible to focus only on one aspect and disregard other aspects. Macrostructure was considered important as this aspect concerned with the topic or theme of a text. Van Dijk (1988, p. 13) stated that the overall topics or themes of a text also revealed the overall coherence of a text. Subtopic of the text then created the global coherence of the text. In short it could be stated that topic represented the main idea of a text and was supported by subtopics that were well-connected and created coherence of the text. These functions are rather different with the second aspect, superstructure.

Superstructure is closely related to news schemata (Eriyanto, 2001). At this point, superstructure has several points to pay attention to. Since superstructure deals with schematic structure, it is important to analyze a text from its title, lead of news, the sequences of story, and also comments provided in the text. These schematic aspects are regarded as the most important elements. Title and lead of news reflect the theme of a text. Lead of news is commonly functioned as the opening story before it moves toward to the story itself. The

story here means the whole news contents. In this case, news content has two sub-categories, the sequence of the story and comments provided in the news.

The sequence of the story denotes the main story of a text, or in other words it is also called episodic events, and the background of events that support it. Backgrounds of events are used in order to shape a context so that certain events are obvious as it is conveyed to the readers. For example, when there is an airplane crash, the news does not only illustrate the episodic events or the main story about the accident, but also background information about total accidents of airplane that had been occurred previously. For this reason, background also supported the main episodic events of the news.

The last aspect is generally called as microstructure (Eriyanto, 2001). In this aspect, more specific units are used in supporting the global meaning of a text. The choices of words and sentences are important here. The journalist tends to use certain words in order to reveal certain messages and emphasize them as the main points of the text. Rhetorical ways were exposed by the graphics and metaphor used in the news.

2.1.2 Media and Discourse

Discourse and Media are entities that could not be separated. The news of media explains the discourse in surrounding and certain situation. Discourse of news media consists of two key points: the news story, whether it is spoken or written text, and the process involved in producing the texts. The first point rather to discuss about values and ideologies on its relation with the impact on the larger

world, while the latter point is a process that has been conducted on the research agenda for years. Therefore, it is news practitioners' area for further research in defining news discourse.

In the next major developments of media discourse research, the concern of media discourse will be on the wide range of stories, features, and genres that construct news. The three main approaches to the study of media discourse could be characterized into discourse analytic, sociolinguistic, and non-linguistic. Discourse analytic focuses on discourse-level matters related to talk and text beyond the word or sentence level, while sociolinguistic tends to focus on variation and style. The last one, for non-linguistic, it concerns more to political science, media studies, or communication studies.

Besides, the other further study of media and discourse is conducted by Van Dijk (2008) that concerned more about how a context is seen on its relation with sociocognitive approach. At this point, Van Dijk tends to focus more on how context is related to the text, and how context is not some kind of objective social situation, but rather to a socially based, but subjective construct of participants related to such situation. In this regard, context plays important roles to discourse processing. In this case, there is a term called as context model, that in his own term is called as situation model. This situation model is associated and unseparated with social situation and social structure. Hence, this context influences discourse processing.

On the other point of view, Pan and Kosicki (2001) also concerns with media discourse, but more focusing on framing analysis. In this sense, Pan and

Kosicki concern to syntactic identification, script identification, theme identification, and rhetoric identification (cited in Hayden, 2001).

2.1.3 Related Studies

A study written by Peter M. Matu and Hendrik Johannes Lubbe which was published in *Journal of Language and Politics* (2007, p. 109) entitled *Investigating Language and Ideology: A presentation of the ideological square and transitivity in the editorials of three Kenyan newspapers* combined the approaches of ideological square from Critical Discourse Analysis developed by Van Dijk and transitivity of Systemic Functional Grammar. The researchers attempted to find how an ideology is constructed in editorial columns. In the study, they found that two newspapers tended to outline the good qualities of one party and gave negative attributes to opposition parties, while the third newspaper was balanced in providing the qualities between two parties.

Another thesis was also conducted by Vikhi Septia Purnama Putra in 2010 under the title *The Construction of Pornography Concept in Jawa Pos News Articles about The Proposed Law against Pornography (RUU APP) from 2006 to 2007*. The researcher applied Fairclough's Theory that focused on description, interpretation, and explanation that are under the three dimensional conception of discourse, those are discourse involving social conditions, discourse involving process of production in which a text is a product and also process of interpretation, and the last one was the text that constitutes the product of the first two levels. In this study, he gave a conclusion that the focus of pornography

concept in RUU APP had changed from managing the actions that revealed and exploited parts of human's body to the substances inside the media that explores parts of human's body and arouses one's sexual desires.

Finally, a thesis that was related to media was also conducted by Andri Firdayanti in 2008 entitled *Framing Analysis of News Articles on Mudflow Incident in Sidoarjo in Jawa Pos and Kompas*. She tried to find out how those two newspapers represented the news articles about Mudflow Incident (Lapindo case) in Sidoarjo. She decided to apply the theory of Zhongdang Pan and Gerald M. Kosciaki that paid attention to syntactic identification focusing on the news schemes, script identification about detailed aspects of the news, theme identification consisting of details, coherence, forms of sentences, proposition and paragraphs, and the last one is rhetoric identification that includes lexicon, graphics, metaphor, idioms, and even pictures or photos. At the end of her conclusion, she found that both of newspapers tended to represent the issue only on one-sided view that is on Lapindo's point of view.

Among those research above, the writer aimed to conduct a thesis by using Van Dijk's theory about macrostructure, microstructure, and superstructure on its relation to finding the ideological construction about Iran's Nuclear Issue. In this regard, the writer attempted to use the Van Dijk's theory on its analysis of two newspapers, the New York Times and Al Jazeera.

METHOD OF THE STUDY
CHAPTER II