

ABSTRACT

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Text Analysis

Strategies of *The Jakarta Post*'s Editors in Giving Negative Evaluation

This thesis will discuss the editorial column in *The Jakarta Post*. I will analyze it from the aspect of negative evaluation which is given by the editorial writer to particular party or idea. The analysis is to find out the significant linguistic features and their functions in giving negative evaluation. As a tool to help me in having a good analysis, I choose to use Critical Discourse Analysis approach. From that point, I choose Norman Fairclough's theory as my main theory which uses ten questions to analyze the texts. I also use some explanations about connotation, metaphor, attribution, and simple present tense to support my findings. From the discussion that I analyzed, I found that the significant linguistic features which are used by the editorial writer are connotation, metaphor, attribution, and simple present tense. Connotations are used to evaluate the existence and the action of the object in the news, attributions are used to build the characters of the news object, while simple present tense is used to present opinions as facts or truths. Most of the metaphors which are found exhibit asymmetrical features, and its use is related with the topic

Key terms: newspaper, critical discourse analysis, negative evaluation, connotation, metaphor.