CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

The shot of Michael Brown in Fergusson showed the inequality and power abuse of the white police in society and it is legitimated by the news report. Therefore, Critical Discourse Analysis being the appropriate tool to analyze news that legitimated the act of racism. It is because Critical Discourse Analysis proposed by Teun. A van Dijk use social cognition (how do the author recognize the society and represent it into the text). It can reveal the ideological implication of the author to reproduce the act of racism through online mass media. As Drs. Alex Sobur, M.Si said that we can understand the implicit meaning through the structure of discourse; macrostructure, superstructure and microstructure.

2.1.1 Critical Discourse Analysis

Firstly, before the writer go into Critical discourse analysis (CDA), the writer must acknowledge Discourse Analysis. What are the differences between DA and CDA? To answer his question, Brian Paltridge gives insight about Discourse Analysis. It focuses on knowledge about language beyond the word, clause, phrase and sentence that is needed for successful communication. It looks a pattern of language across text and considers the relationship between language and the social and cultural context in which it is used. Discourse Analysis also considers the ways that the use of language presents different views of the world

and different understanding. It examines how the use of language has upon social identities and relations. It also considers how views of the world and identities, are constructed through the use of discourse. Discourse Analysis examines both spoken and written texts (Brian Paltridge, 2006). Therefore, it can make different from CDA, because CDA is a type of discourse analytical 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. With such dissident research, critical discourse analysts take explicit position, and thus want to understand, expose, and ultimately resist social inequality. (Van Djik, 1997)

CDA has characteristics as social practices, influential ideologies, prevailing social problem means chooses the perspective of those who suffer most and critically analysis those in power, intertextuality means one text bear traces of series of preceding text, thus reinforcing historical presupposition (Lia Litosseliti, 2010). Reproduction of social inequality whether it is happen to the case for men over the woman, white over the black was produced by a group or institution that has a power. Critical discourse analysts want to know what structures and ideological implication of text play a role in these modes of reproduction. The reproduction of dominance and inequality, we need to examine in detail the role of social representations in the minds of social actors. Power involves *control*, namely by (members of) one group over (those of) other groups. Such control may pertain to *action* and *cognition*: that is, a powerful group may limit the freedom of action of others, but also influence their minds. Besides the elementary

recourse to force to directly control action (as in police violence against demonstrators, or male violence against women)

2.1.1.1 Social Cognition

Many social psychologist use the term 'social cognition' to refer to the mental processing of information about the social world. In this case, the social refers to the people that are concern to the psychological mechanism which enable isolated individual subject to perceive themselves and other people in particular ways in particular circumstances. For instance, the concern is the way in which perception and description of the social world are done by people as members of particular cultures or groups. This social cognition as individual information processing is often concerned to uncover mental biases in our discourse comprehension and production, which, once identified, can be fixed or skirted.

The term social cognition refers to apply a basic rule of cognitive psychology to the 'cognition' – the perception and understanding – of human being. It applies to inform about people, to individual's knowledge and judgments about themselves and others, and to the guidance of their social behavior. Mentalist position would say that since human discourse – the production and understanding of language above the level of the sentence- is a matter of sensemaking, then it is mediated by mental processes. Discourse processes underlie any sense-making: information selection, handling and judgment, the decision process that guides the action that follow (Van Dijk, 1997)

Therefore, I use socio-cognition approach to know how the authors perceive, understand and reproduce the social world of blacks through his writing on the article. It is based on his knowledge, education, power and status, and experience about the social condition. The production text and talk, more specifically, we need to know how specific discourse structures determine specific mental processes, or facilitate the formation of specific social representations. (Van Dijk,1997)

In Van Dijk approach, he combines three dimensions of discourse: text, social cognition, and social context. How the structures of the text are used to give tendency to the particular themes, are analyzed in the dimension of the text. In the dimension of social cognition, how the text of news is produced which involves the individual cognition of the reporter. For the next level, socio context focuses on how the building of discourse about a problem which is developed in the society. Van Dijk divided three level of discourse structure; macrostructure, superstructure and microstructure. Macro structure is regarded as the global meaning which can be observed from the topic/ theme of the text. Microstructure is the text meaning which can be observed through the selection of words, sentences and style which are applied in a text. While superstructure is schematic structure which represents the way part of the text is arranged, so that creates coherent meaning (Alex Sobur, 2006).

The elements of the text can be more understood from the table below (Alex Sobur, 2006;74)

Text Structure	Things which are	Elements
	observed	
Macrostructure	Thematic	Topic
Superstructure	Schematic	Scheme
Microstructure	Semantic Style	Background, details,
	Meaning which want to	meaning, presupposition,
	be insisted from the text	nominalization
	Syntaxes Style	Sentence form,
	How the form and	coherence, pronoun
	organization of the	
	sentence is formed	
	Stylistic Style	Lexicon
	How the diction is used	
	in news article	
	Rhetoric Style	Graphic, Metaphor,
	How and in what way the	expression
	tendency is done	

2.1.1.2 Discourse Structure

The theory and practice of critical discourse analysis focus on the structures of text and talk. Discursive (re)production of power results from social cognitions of the powerful, whereas the situated discourse structures result in

social cognitions. Therefore, the writer analyse the three level of discourse structure, those are macrostructure, superstructure and micro structure.

2.1.1.2.1 Thematic

Terminology, theme is "something that has been described" or something has been placed". Theme derived from Greek *tithenai* means "placed" or "located". Theme is often related with topic. It derived from Greek *topoi* means placed. Aristotle asserts that to prove something, we have to define and limit *topoi* or place where the incident happens. In that limitation, the author must find; human, interaction and the facts that related to the incident, whereas modern authors must find the topic first before they wants to convey something.

Most of the information in discourse has a big role to shape social cognition. Topic shows the most important information that want to be conveyed by the communicators. In particular events, the author of the text can manipulate the reader's interpretation. For instance, the publishing of "Memorandum 1" DPR that was about Pansus's report, it was defined as "the desire to topple the president" (Alex Sobur, 2006)

Van Dijk define topic as macrostructure of discourse. From the topic we can know the problem and what can of decision that was taken by the communicators. Attitude, decision and opinion can be observed to the macrostructures of discourse. Macrostructure can give insight what must be done to overcome the problem. Topic is supported by subtopic. Every subtopic can support, strengthen, and shape the main topic. Explicit cognition of the communicator can be observed through the topic of the news. That is why; all of

the elements in the news refer to the topic of the news. For instance, Van Dijk in his study of the role of the press analyzed the headline about ethnic affair in British Press. In the right wings press, the definition is seldom positive, occasionally neutral and often negative. Mostly it was about 'riot' and urban disturbances, but mostly about crime of irrational "rampaging mob" that was consisting of black youth (Van Dijk, 1991).

2.1.1.2.2 Schemata

Schematic is one of journalist strategies to support particular topic by arranging some parts in particular way (Alex Sobur, 2006). They determine what content typically come first, second or last in a text. Schema or superstructures consist of several categories; headline, lead, main events, previous events, background and verbal reaction. Headline and lead is the first step that makes the author thinking hardly to attract the readers. It means that how this first word can make the reader acknowledge the events. Analyzing the schema of the news can reveal the ideological implication of the news report. We can understand what schema category that comes first and succeed to influence the reader about the events. For example, in Honeyford affair, the major part of the news is the Main events. Then the context was understadable Honeyford suspended (previous events) and the current events (protest of parents and children)is mention very briefly. The interesting point of organizing the content is verbal reaction category. The author image Honeyford as a calm person (unperturbed) to the protester but negative image of protesters (noisy). Furthermore, the news maker gave more verbal reaction of Honeyford and the supporters of him rather than the demonstrators (Van Dijk, 1991). The author of the news focus on what people say about such event, because this is kind of news information they are able to control, by asking question, interviewing news actor, reading other information or summarizing repots in other media. Such information allows them safely to voice interpretations and opinions about the events, without the need to venture necessarily subjective and possibly controversial personal evaluation.

2.1.1.2.3 Stylistic style

Stylistic is the particular way of the author or speaker to convey their intention by using language as their tool. Stylistic include lexical choice, sentence form, figure of speech, rhyme that is used by author or speaker, usually used in literature. According to Sujiman, lexical choice is not merely exist in word, but also can be phrase or utterance to name a subject, object or situation (Alex Sobur, 2006). In ethnical news report, the press tends to use lexicon to show positive self presentation and negative other presentation. It can influence the meaning of lexical choice that is used by the author. Stylistic has relation with the rhetoric, the author or speaker use language in particular style (metaphor, alliteration) will be explained in the next discussion, it has the same function as persuading and informing the reader in persuasive way. In British press the use of 'thug' was used rather than 'demonstrator' to express the author opinion. The identification of participants also varied between the newspapers. Some newspapers in British use the words 'black', 'west Indian', ''Asian' to refer people from their ancestors. In Telegraph, west Indian written as 'black Englishmen' he won Olympic medals at games. Nevertheless, the author of news report describe west Indian as snoopers,

black militant, black, noisy mob in the riots and protest activities (Van Dijk, 1991).

2.1.1.2.4 Rhetorical Style

Rhetoric is one of way to persuade and strengthen the particular information that wants to be shown to the reader or hearer by using language style. The use of rhetoric is signed by hyperbole, alliteration, metaphor, repetition, irony and metonymies. In textual analysis, the author can express the things that would be stressed to the public, usually they shows in form of graphic, pictures, raster or table to support or hidden another part to be shown. The author is not merely conveying the main information, but it shows the metaphor to ornate the text. It used to be the main thought to support the particular idea to the public (Alex Sobur, 2006).

British press use alliteration in the headline such 'BOMBS, BULLETS, BLOOD IN BARRICADED IN BRITAIN (Mail, 27 December)' showed the aggression or negative act of immigrant of minority. It has the function to emphasize the evaluation of headline. Hyperbole 'Militant youths who masterminded the Tottenham riots planned the mass murder of policemen in a blazing underground trap (Mail, 12 January)' used to dramatize the negative events and action of blacks (Van Dijk, 1991). The metaphor in the Britain discourse used illness related concept such 'a nation state can be healthy or fall ill' signaled that the nation must get therapy or get fast handling if the nation don't want to get any worse condition or ill (Andreas Musolff, 2012).

2.1.1.2.5 Syntaxes style

This strategy is showing positive self presentation and negatives other presentation. Syntaxes can be used to politic manipulation by using sentence form; the use of active and passive sentence, coherence and pronoun (us vs. them). Etymologically, (sun = with + tattein = placed). Therefore, syntaxes are gathering words into clause or sentences. The use of coherence makes the reader can understand the fact, idea and situation that is conveyed by the author. Coherence can be in form of specification, generalization, illustration or contrast with respect to previous proposition. Conjunction such 'and', 'but', 'nevertheless', 'therefore', 'instead of', 'because', and 'thus' resulted contrary meaning of the proposition (Alex Sobur, 2006). For instance, the use of conjunction 'therefore, the government persuaded employers to hire more minorities' can be implied that Immigrant have a less job opportunities (Van Dijk,1991).

Nominalization has same suggestion as generalization. How the author of the news place an object as individual or part of community (Alex Sobur, 2006) the use of nominalization 'the shooting of black woman' shows that there were abstract actor (police), who did the shot and it implicate the kind of accident during the riots (Van Dijk,1991). Then, Sentence form is used to show how the author places somebody to be the subject or object of the statement; the use of active and passive sentence. Another element is pronoun; used to manipulate language by creating imaginative community. Pronoun has a function to avoid word repetition. The author uses pronoun to show where the position of individual

or community. The disclaimer 'but' to show positive self presentation was used by press in the news report of protesting Muhammad cartoon by Muslin in Afghanistan was written by Washington post; "like tens of thousands of protesters this week, the crowd that gathered Wednesday in the southern Afghan town of Qalat came to speak out against cartoons in European newspaper mocking the prophet Muhammad, *but* the protest soon took a much different direction" (Muhammad Tahir, 2013).

2.1.1.2.6 Semantic style

Meaning is typically said as semantics, a very fuzzy concept. Which itself has many meanings. This process of meaning assignment we all know under such terms as 'understanding', 'comprehension' or 'interpretation'. In this case, meaning is rather associated with the mind of language users. The form of content is often used to refer to the meaning or information of a discourse. According to Van Dijk, semantic are categorizing as local meaning; sentences, proportions that can build particular meaning in a text- which we called superstructure. There are explicit and implicit meaning in discourse analysis; meaning that is hiding on purpose.

Positive self presentation will be explicitly clear written in the text rather than negative other presentation. When the journalist portrayed the goodness of their opponent, they will make it short, implicit and vague. Background is the elements that strengthen the idea of the text. Systematically, political debates would stand their argument and fight another community argument. Background of event often used to reveal the meaning of text. Then other element is details of

discourse. This details support the background that can be overwhelming in presenting their self or their goodness (right wings press). Presupposition is other strategy that gives particular image for the readers. Presupposition is the statement of the journalist that require of imply as and antecedent condition; and effect presuppose a cause (dictionary.com). It supported the meaning of the article. In presupposition the journalist tried to prove that their presupposition is credible and rational.

2.1.1.2.7 Context

The theoretical and methodological point, however, is that critical or sociopolitical analyses of discourse as a form, expression, or means in the enactment or legitimating of ethnic inequality always need to make explicit specific discourse structures in relation to their various contexts. Thus meanings of discourse may be related to mental models and (through models or directly) with underlying ethnic stereotypes or prejudices, which are in turn related to the goals, interests, privileges, and sociopolitical dominance of the group to which the speakers/writers belong. In the context of text and talk is about who is being the dominance or participants, where is the setting, what is the props (object that may be relevant to the text and talk; uniforms, flags and special furniture or computer and internet relevant as part of context of interaction by internet users) and what action that they used to be comprehensible (Van Dijk,1997).

2.1.2 Discourse and Ideology

Every discourse; text and talk never separated with an ideology. As Eriyanto said text and talk is an ideological implication of the author or speaker. The term ideology derived Greek "idea" and "logia". Idea according to Webster's new colligiate dictionary means something existing in the mind as a result of the formulation of an opinion, a plan or the like, whereas logia means science (knowledge) or theory. Terminologically, Ideology means utterances whether it is visible or invisible formulated from the mind as a result of contemplation. Positively, ideology is world view that conveys particular value of social communities to defend and modernize their interest. Meanwhile, negatively, ideology can be seen as false consciousness; the elite necessity to deceive people understanding about social reality (Alex Sobur, 2006).

The one who can spread their ideology is the one who have power. For instance, Tun Dr. Mahathir (Malaysian Prime Minister) has a belief that multiracial and multi-religious country can live in the harmony. They can cooperate to make Malaysia to be better economically and politically. It was proved by the passing of Malaysia's economic crisis in the 1990s. Therefore, Dr. Mahathir can spread his ideology to influence the one who still hold ethnic and racist prejudices (Maya Khemlani David, 2010). In mass media, editor and author of the news has a power to spread their ideology through their article. They can portray minority as disturbance, criminal, violence, terrorist and changing face of London (John E. Richardson.2010, Van Dijk.1991; Muhammad Tahir.2013).

2.1.3 Discourse and Society

People produce discourses was affected their society, in other words they produce discourse because of their community in society, social class, social network. Within social class and network, there are various ways we express our social identity. The concept of discourse community provides a set of characterization for identifying a group of people as members as particular discourse community. The group must have shared common goals, some mechanism for communication and some way of providing the exchange of information amongst its member. A further factor is social class. It difficult as its identification can be somewhat subjective. Factors which may help with this include occupation, education, income, housing and its location (Labov, 1966). Nevertheless, social network based on, for example, kinship ties, religious affiliations, neighborhood memebership, employee relations and leisure time activity. As Milroy and Milroy (1997:60-1) explain (cited from Brian Paltridge, 2006:

Social network and social class represent different orders of generalization about social organization. Class accounts for the hierarchical structure of society..., whereas network deals with the dimension of solidarity at the level of the individual and his or her everyday contacts.

Cameron and Kulick (2003:11) observe, the use of language, 'whatever else it accomplishes, is an "act of identity", a means whereby people convey to one another what kinds of people they are'. These identities further are not natural; they are social constructions.

2.1.4 Online Mass Media

Internet becomes popular in modern era. Everybody can access anything through the internet. One of the examples is accessing news in the internet. Many national and international newspapers provide their news in their official website. In Indonesia, there are several online mass media that can be accessed by all people in the world such as kompas.com, detik.com, jawapos.com and so on. United States also has their official website such NBCNews.com. The readers can access the past and recent news that they want without waiting the printed newspaper spread out. This technology opens the opportunity of the author of the news or majority group to spread their ideology through online mass media. Stephen Balkaran (1999) in his book argues that many mass media in the United States perceive African-Americans as a criminal, drug use and gang violence rather than their achievement in education. Michael Brown is one of African-Americans who graduated in Technical College (Elizabeth Chuck, 2014). Stephen also shows the statistic data of the African-American high school dropout's proportion fell from 24 to 13 percent from 1972 to 1991. Reich proposes that the ultimate goal in society is to maximize profits. As a result, the exploiters will attempt to use any means to: (1) suppress higher wages among the exploited class, (2) weaken the bargaining power of the working class, often by attempting to split it along racial lines, (3) promote prejudices, (4) segregate the black community, (5) ensure that the elite benefit from the creation of stereotypes and racial prejudices against the black community (Balkaran, Stephen, 1999). Van Dijk in his book "media, racism and monitoring" argues that

Immigration is generally defined as a serious problem, as a threat or an invasion, and never as a welcome contribution to ethnic and cultural diversity, the economy.... the presence of new immigrants or resident minorities continues to be portrayed in similarly negative terms, that is, as a problem (for us) if not as a threat to the nation. In the news, negative other presentation combined with selfserving positive self-presentation is as routine as in other types of elite discourse. Thus, crime reporting still associates minorities (and especially young minority males) with specific forms of "ethnic" crime, such as aggression, mugging, rioting, theft, prostitution, and especially drugs.

2.2 Related Studies

Many of the researchers use CDA as their tool to analyze the ideology of the text and talk. It is because CDA can reveal what is behind the text and talk. Through analyzing the micro structure of the text and talk, the researchers can broad the insight into the macro level of the text and talk (social, cultural, politics and historical context of text and talk).

The perspective of readers can be steering by in-group ideological through newspaper or online media mass. Muhammad Tahir 2013, he did research on Washington post about "Opportunist Make Use of Cartoon Protest; Individuals, Groups and Government Vent Anger over Issues Unrelated to Defense of Islam". The author of newspaper tends to use negative-other representation. 'Others' is representing of Muslim

Moh. Arief also did racism ideology research in *Hancock* movie. This movie represented how the author portrayed black hero in the movie using blaxpoitation genre criticism. He found Hancock characters in dual nature. There

are positive and negative. In the negative side he was as a slave (savage, barbaric, rude, dirty face, rumpled clothes), native (Hancock appearance before he meets Ray Embray) and clown (the behavior, actions, expression and dialogue shown the humorous sense of black people). From the Hancock characters, the author implied that Hancock seems refers to Barack Obama who was being candidate for presidential election at that time and from the relationship between Hancock and Marry, it against the interracial marriage.(Moh. Arief, 2014)

One of racism observation was done by Arief Rian Prihandoko in 2013. He did research about "Wacana Kritis Diskriminasi Ras dalam film Avatar: The Last Air Bender". It can be said that White people as a main character in Avatar as a heroic person, has a responsibility, power and a rescuer. The good paradigm of white people as nice person, helping each other and spread the goodness among others was taken from the concept of "Whiteman's Burden" proposed by Rurdyard Kipling. Asia race in Avatar film was drawn as negative presentation which has poor and ignored civilization. They represented as the viction of colonization and cannot fight against without the help of Aang (the main characters of Avatar movie) (Prihandoko, Arief Rian, 2013)

The analysis of ideology in newspaper was done by Vidya Mandarani in 2013. She used CDA to analyse the ideology of "Pencitraan Joko Widodo dan Fauzi Bowo dalam Media Harian Kompas pada pilkada DKI Jakarta 2012". It shows that kompas tend to use positive self-presentation of Joko Widodo as humble person, charismatics, have a courage to built the country to be better,

close with his citizen. Fauzi Bowo drawn as bureaucratic, educated person and had experience on it. (Mandarani, Vidya, 2013)

There is a country which made no difficulty live with immigrant, for example in Korea, immigrant portrayed more positive because Korea has grown because of the existence of immigrant. They help for increasing the economic matter (Sookyung Kim, 2012).

As a prime minister of Malaysia, Tun Dr. Mahathir can influence the hearer's mind through his speech. Dr. Mahathir has a belief that multi-racial and multi-religious country can live in the harmony. They can cooperate to make Malaysia to be better economically and politically. It was proved by the passing of Malaysia's economic crisis in the 1990s. Therefore, Dr. Mahathir can spread his ideology to influence the one who still hold ethnic and racist prejudices (Maya Khemlani David, 2010).

In Erdogan's political speech, Turkish Prime Minister, he speaks in informal ways because it reflects of the social background when he was a child. He was born in a poor family, in Kasimpasa district of Istanbul, a less than affluent neighborhood, famous for its macho honor code. Kasimpasa men are known to be quick to show anger, painfully proud and blunt in words. (Bayram, Fatih.2009) Therefore, Jones and Peccei (2004) point out that language can be used not only to steer people's thought and belief but also to define the social identity. (Bayram, Fatih.2009)

Those observation would be different from recent analysis of "CDA of racism in NBC news online mass media of Michael Brown case in Fergusson, Missouri". It is because the reproduction of news report about the killing of Michael Brown was recently happened. It happened in August, 9 2014. It supports the idea of the existence of racism in 21th century in particular part of the world; Ferguson, Missouri, United States of America. This observation give detail analysis of discourse structure, ideological implication and social context. In 21th century, the one who had power, that is journalist of NBC news online mass media still hold racial prejudies. This prejudice can be influenced by social community where the journalist shared the same common goal, attitude, knowledge and value (Dessy Safitri, 2015).