

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 Dijk, 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

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)

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 colligate 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 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 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).

2.1.4 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

are positive and negative. In the negative side he was as a slave (savage, barbaric, rude, dirty face, rumped 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 Rudyard 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)

