

but does not emphasize practical applications of theory. Social Semiotics (Hodge and Kress, 1988) explores ways of analyzing multimodal texts and practices of reading and interpreting. Socio cognitive studies (van Dijk, 1991) focus on the reproduction of inequalities such as racism and ethnic prejudices in discourse and media communication, linking cognition with wider social processes. Lastly, the Discourse-historical method aims to ‘integrate systematically all available background information in the analysis and interpretation of the many layers of a written or spoken text’ (Fairclough and Wodak, 1997:266).

Fairclough (1993:135) believes that the aim of Critical Discourse Analysis is to examine systematically ambiguous relationship among texts, events, discursive contexts, and wider social and cultural structures. CDA has become “the general label for a special approach to the study of text and talk” (van Dijk, 1995:17). According to van Dijk (1993b:249), CDA studies how discourse relates with power, dominance and social inequality on the one hand and how the discourse analyst positions himself/herself in such social relationships on the other hand. In other words, there is a particular focus on the significance of discourse when dominance is produced or reproduced. It is essential to keep in mind that in this context dominance is defined as “the exercise of social power by elites, institutions or groups, that results in social inequality, including political, cultural, class, ethnic, racial and gender inequality”. Critical discourse analysis studies the way this events and texts have

ideologically raised formed from power relationship and the way ambiguity of relationship among discourse and society is itself a factor for assurance power and inequality. Many forms of dominance may look natural until they are challenged by critical discourse analysts (van Dijk, 1993b:249-250 & 255).

As reported by van Dijk (1993b:279), CDA needs to meet certain criteria in order to be significant:

Critical discourse analysis can only make a significant and specific contribution to critical social or political analyses if it is able to provide an account of the role of language, language use, discourse or communicative events in the (re)production of dominance and inequality.

In the *Handbook of Discourse Analysis* (2001:352) van Dijk describes CDA “as 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.” Moreover, he explains that CDA is a theoretical framework that reveals the relations between discourse, social cognition and society. Within these relations, he describes social cognition of the “missing link” between discourse and dominance (van Dijk, 1993b:251).

According to van Dijk (cited in Goldberg and Solomos, 2002:146), discourse plays a fundamental role for cognitive dimension of racism. Ethnic prejudices and ideologies are not innate, and do not develop spontaneously in ethnic interaction. They are acquired and learned, and this usually happened through communication, that is, through text and

This research applied Critical Discourse Analysis focus on Social cognition approach proposed by van Dijk. This approach is available to discover the social inequality which appears as the effect of social interaction and power dominance. By using this approach, it allows the researcher to understand the theme, the scheme, and linguistic features, which supported the text as has been stated by van Dijk (1998), every text and talk has its own schema.

As cited in Eriyanto (2001), van Dijk saw how the social structure, dominance, and power groups in society and how cognition and awareness shape and influence the particular text. Discourse by van Dijk described has three dimensions: text, social cognition, and social context. In the text of the first dimension, which examines is how the structure of the text and discourse strategies used to emphasize a particular theme. At the level of social cognition learned the news text production process involving individual cognition of journalist. While studying building a third aspect of discourse that developed in the community will be a problem. The third dimension is an integral part and carried out jointly in the analysis van Dijk (Eriyanto, 2001:225).

Van Dijk divided the text structure into three levels: Macrostructure, Superstructure, and Microstructure. First, the macrostructure, this is a global meaning or general from a text that can be observed by looking at the topic or theme is emphasized in the

2011:22). Semantic strategies are intended to describe that the writer or the own group is right and marginalize other group, thus producing the opposite meaning.

Semantic style deals with the meaning of the text discourse. Semantic element has very close relation with the lexicon and syntax elements. The elements that classified in the semantic style are background, detail, purpose, presupposition, and nominalization elements. Background element is the reporter's fact or perspective, placed in the news story that explains the event, for the long period knowledge (history) or present knowledge (context), in order to help the readers understand about the fact of an event in the text (Mencher, 2008:272).

According to Allan (2009:986-987), detail element links the information control that is extended by the writer or journalist. The writer shows the extra information (with a complete details) if that information has a good or valuable news for them. On the other hand, the writer presents less information (or even do not tell the information more) if that information has a negative value for them. Similar with detail element, meaning element sees if the information is positive and having extra value for the communicators, it would be explained explicitly and clearly. Furthermore, if the information has negative value and the

ideas in sentences. Syntax aspects include forms of sentences (associated with a logical way of thinking that explains the proposition in a series of sentences), coherence (relation between word and sentence), and the selection a number of pronouns.

According to Pateda (cited in Sobur, 2012:80) sentence form related to how to think logically. The sentence form of the text is not just a question of technical correctness of grammar, but determining the meaning, which is formed by the form of sentence. In the structure active sentence, somebody become the subject of a statement, whereas in passive sentences somebody becomes an object. A meaning in a statement may look different depending on the placement of the subject and its object. Generally, the main subject that is considered important is always placed at the beginning of the sentence.

A text must have a coherent in meaning and in structure. At the semantic discourse analysis, the discourse coherence deals with the coherent sentences in meaning in the text. In the other hands, at the syntax discourse analysis, the discourse coherence deals with the coherent sentences in the logic and structure forming in the text levels.

A simple basic rule of the coherence sentence is that sentence A is coherent with sentence B, if A refers to a situation or an event that is a possible condition of the situation or event referred to by B

important strand of research into media discourse is preoccupied with taking a critical stance to media discourse, namely critical discourse analysis (CDA). It is important that we continually appraise the messages that we consume from our manufactured mass media. According to O’Keeffe (2011:441) the fact that media discourse is public means that it also falls under the scrutiny of many conversation analysts who are interested in it as a form of institutional talk, which can be compared with other forms of talk, both mundane and institutional.

2.2. Related Studies

In this section, the writer discussed a number of empirical studies drawing upon Critical Discourse Analysis. Many of the researchers (Prihandoko, 2013; Ningsih, 2013; Nugraha, 2014; Safitri, 2015) use Critical Discourse Analysis as their tool to analyze the ideology of text and talk. It is because CDA can reveal what is behind the text.

Prihandoko (2013) adopted Critical Discourse Analysis to analyze racial discrimination in movie *Avatar: the Last Air Bender*. By used critical discourse analysis belongs to Norman Fairclough, his study seek to describe racial discourse of white supremacy and its articulated in scene, monologues, dialogues, and visual composition used in the movie *Avatar: the Last Air Bender*. His study found that ‘white’ race is portrayed as a character that identical to the protagonist character, super hero that has responsibility and power. Whereas, ‘black’ race no longer described by the

negative traits. Thus, the different between his study and this study is primarily on the main theory used. Moreover, this study emphasizes racial injustice in a novel using critical discourse analysis belongs to van Dijk theory.

A critical discourse analysis conducted by Ningsih (2013) investigated novel *Kronik Betawi* by Ratih Kumala. Her study focused on reveal what is the meaning behind the text of *Kronik Betawi* novel related to discourse identity of Betawi ethnic, since colonial times up to the beginning of the era of reform along with interest or what ideological background underlying the text made. Her study found that the discourse of Betawi ethnic identities change over time, related to the underlying social condition. The identity discourse in *Kronik Betawi* novel can be considered as part of the consistency of the media industry which often represents Betawi people as tacky and outdated. The different between his study and this study is the focus of the study, in her study, Ningsih focused on ideological background of *Kronik Betawi* novel. Moreover, this study emphasizes racial injustice in *To Kill a Mockingbird* novel.

Nugraha (2014) on his research, *A Critical Discourse Analysis on Hillary Clinton's Speech "American for Marriage Equality"*, used critical discourse analysis to find the text structure of the speech and the ideology of Hillary Clinton. He found that, liberalism ideology is drawn from the utterances in Hillary's speech text. In the analysis of ideology, many sentences in the speech text are supporting freedom, in this case, the

freedom of human rights. The different between his study and this study is the subject of the study. He used speech of Hilary Clinton as his subject and this study used a novel by Harper Lee as the subject of this study.

Another research is investigated about racism in NBC News Online Mass Media through Critical Discourse Analysis (Safitri, 2015). The subject of his study is three news reports of Michael Brown case, taken from online mass media, NBC News Digital. Her study focused on the structure and the ideological implication of text play a role in the modes of production and social context. The result of her study is the white community used text media to maintain their racist ideology. Socially, white is superior and black is inferior. The different between her study and this study is the subject of the study. She used news reports of Michael Brown case, taken from NBC News Digital as her subject and this study used a novel by Harper Lee as the subject of this study.

Generally, after review the previous research, the primarily difference of this study from the aforementioned empirical studies resides on the purposes of the research and the data source. The purposes of this research are: describing the structure text (macrostructure, superstructure and microstructure) and analyze the social context in Harper Lee's *To Kill a Mockingbird* novel.