

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Humans need language to communicate in the social interaction. Language is mediator used by people to share what they have in their mind to others. According to Valli (2000) language is a rule-governed communication system where people use it to communicate information to each other. One of the tools to share information is mass media. Mass media gives information and also establishes a correlation between information obtained with the target audience, hence news broadcasting or communication emphasizes selection, evaluation and interpretation of information. Mass media, in addition to publicity to the public, also plays a role in forming public opinion (Turow, 2009). The media plays an active role in increasing people's political awareness.

In the mass media there is news. News itself affects the public (Holly, 2008). The affect is agenda-setting. Agenda-setting is the ability to shape the public debate and influence the issue the public think which are the most important. The media, whether it is newspaper, radio, television, or the internet, provide information and identify issues so that people can get involved in politics. One of news that caught the people of the attention was presidential election in the United State of America. All of the media reported about the campaign and characteristics for each candidate as the leadership. During campaigns, the media played a key role in shaping public opinion and thus helped voters with their decision making.

One of the presidential election candidates was Donald Trump. Donald Trump portrayed himself as an outsider and somebody who could change the system, because he is not a politician; “Nobody knows the system better than me, which is why I alone can fix it,” claimed Trump at a convention in July 2016 (Jackson, 2016). Trump basically built his campaign that easily remembered and often chanted by the attendees of his campaign rallies; the three simple phrases are drain the swamp, built the wall, and lock her up. “Drain the swamp” refer to Trump’s plan to fix the failing and “broken” government.

Trump also promised to “build the wall” to prevent “bad people” from coming to the United States because, he stated, “they are dangerous and steal American jobs”. “Fear of Mexicans, fear of the Chinese, fear of African Americans; Donald Trump has very deliberately stoked it and inflamed it and made it a centrepiece of his campaign,” said Rick Wilson, a Republican ad maker, for *The Atlantic* (Ball, 2016). Trump’s next favourite phrase was “lock her up”, promising to investigate Hillary Clinton’s use of a private email server while she was the secretary of state and prosecuting her for it. Although Trump did not keep this promise and soon after the election claimed he did not care about prosecuting Clinton anymore, his frequent attacks on his opponent weighed her down.

Nowadays, after the general election in November, the media, and specifically the cable news channels, have been criticized for the amount of coverage they gave Donald Trump and for the way they covered the presidential race in general. Moreover, a lot has been written about the media being responsible for creating the Donald Trump phenomenon. Donald Trump caused controversy

since announcing his candidacy and therefore dominated the news and headlines from the very beginning of the campaign. One of the statements that Trump said during a campaign in South Carolina on December 7, 2015. Trump issued a statement will ban all Muslims to entry in America if he will be elected president. Alvin Chang (2016), a reporter for Vox, discovered that although the headlines for the past two years “implied that Trump was ill-equipped for the job”, the stories about policy issues, such as the Muslim ban proposal, faded away quickly.

Even though, Trump’s popularity started to rise. The media had to accept the role they played in his campaign. The issue widely discussed today is how media covered the Trump phenomenon. Al-Jazeera news, for example, is the pan-Arabic satellite television channel, was first set up with financial backing from the Emir of Qatar in 1996 following the demise of the London-based BBC and Saudi Arabian Arabic television network. Through Noam Chomsky points out in an interview for UpFront Special on Al Jazeera news, the media gave Trump a lot of publicity but forgot to cover the important issues; his policies, health care, or climate change. This is what Chomsky considers to be “the real treachery of media” (Chomsky, 2016). Instead of covering the real issues, the media focused on Trump’s character, his controversial statements, and incidents that happened on his campaign rallies.

Therefore, studying the media is an exciting challenge with many previous researches which is concerned with media issues. Some of them raise an interesting theme, or point of view of different issues. Critical discourse analysis (CDA) is an attempt or process to describe a text (social reality) that is willing or being studied by a dominant person or group whose tendency has a particular purpose to obtain

what is desired (Fairclough, 2006). That is, in a context must be aware of the existence of interest. In addition, as suggested in its name, CDA must be aware that behind the discourse there is a desired meaning and image and interests that are being scrutinized.

Discourse analysis intended in this research is an effort to reveal the hidden intent of the media in depicting someone or something (Richardson, 2007). The fundamental understanding of discourse analysis is that discourse is not understood solely as the object of language study. In the end, it is critical discourse analysis to use the language of the text in the analyzed text, but the language analyzed in CDA is different from the study of language in the traditional linguistic sense. The language analyzed by CDA does not reflect only the language aspect, but also relates it to the context. The context in this case means the language used for a particular purpose including the practice of power. CDA sees language as an important fact, namely how language is used to see the power imbalances in society (Jorgensen and Phillips, 2002).

There are several CDA model developed by linguists such as Fowler, Tan Dijk, Wodak, Fairclough, etc. This research, however, employed Fairclough's CDA model. Fairclough sees discourse in three levels which are textual, discourse practice, and social practice. Norman Fairclough argues that discourse analysis divides into three dimensions: text, discourse practice, and social practice (Fairclough, 2010). Therefore, the researcher would focus on textual analysis and discourse practice.

The explanation above is the motive why the researcher conducts a research about the depiction of Donald Trump in Al Jazeera news by using Critical Discourse Analysis (CDA). After being elected during presidential election, Trump became more popular both about his background and his policy. There were controversies occurred during his presidential leadership, particularly on Middle East issue, North Korea, as well as domestic affair. At this point the researcher was interested in doing critical discourse analysis on how middle east media, represented by Al Jazeera news, represent Donald Trump.

Based on the explanation above the researcher would like to conduct research entitled **“The Depiction of Donald Trump in Al Jazeera news: A Critical Discourse Analysis.”**

1.2 Identification of the Problem

There are some problems reveal in this research. The identification of problem is designed as the following:

1. The affect of mass media for shaping opini public.
2. The depiction of Donald Trump in mass media.
3. The discursive practices in mass media.

1.3 Limitation of the Problem

In order to specify this research the researcher limited the discussion to be analyzed as follows:

1. The depiction of Donald Trump in Al Jazeera news from February 2017 to March 2018.
2. The discursive practices of Donald Trump depiction in Al Jazeera news from February 2017 to March 2018.

1.4 Formulation of the Problem

Based on the limitation of the study, the researcher formulated the research questions as below:

1. How does Al Jazeera news depict Donald Trump in its news?
2. What are the discursive practices of Donald Trump depiction in Al Jazeera news?

1.5 Objective of the Research

Based on the formulations of the problem, the objectives of the research are:

1. To describe the depiction of Donald Trump in Al Jazeera news.
2. To describe the discursive practices of Donald Trump depiction in Al Jazeera news.

1.6 Significance of the Research

1.6.1 Theoretical

Theoretically, the researcher hopes that this research is expected to enrich the study of discourse particularly in describing person in media.

1.6.2 Practical

Practically, the result of this research will be a reference for the researcher and English learners, to illustrate the use of Fairclough model of CDA. In addition, this research could hopefully be one of the sources for further research the literary work.

1.7 Definition of Key Term

This research used four terms related to the title that is the definition of depiction, Al Jazeera news, critical discourse analysis and Donald Trump:

Depiction	:	Representation of someone or something in material or verbal form (Richardson, 2007).
Al Jazeera news	:	A report or new information about something that has happened recently by Al Jazeera channel (Al-Jaber, 2004).
Critical Discourse Analysis	:	Critical discourse analysis is how to use the language of the text in the analyzed text beyond the study of language in the traditional linguistic sense that does not reflect only the language aspect, but also relates it to the context for a particular purpose including the practice of power (Fairclough, 2006).