

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

2.1 Critical Discourse Analysis

The researcher employed Fairclough's Critical Discourse Analysis to study the depiction of Donald Trump in Al Jazeera news. Critical Discourse Analysis (CDA) projected by Fairclough was drawn from critical linguistics that highlights the ideological interest in the use of language. Critical in this sense is the outlook to understand the discourses along with ideological theme inside them. Through CDA, objectivity and neutrality claims are examined. CDA research must be alert by the ideological theme inside the discourses. CDA research was expected to uncover depiction, good or bad, to improve public opinion of the discourses. The study of discourse and reveal its ideological content is important to empower people awareness.

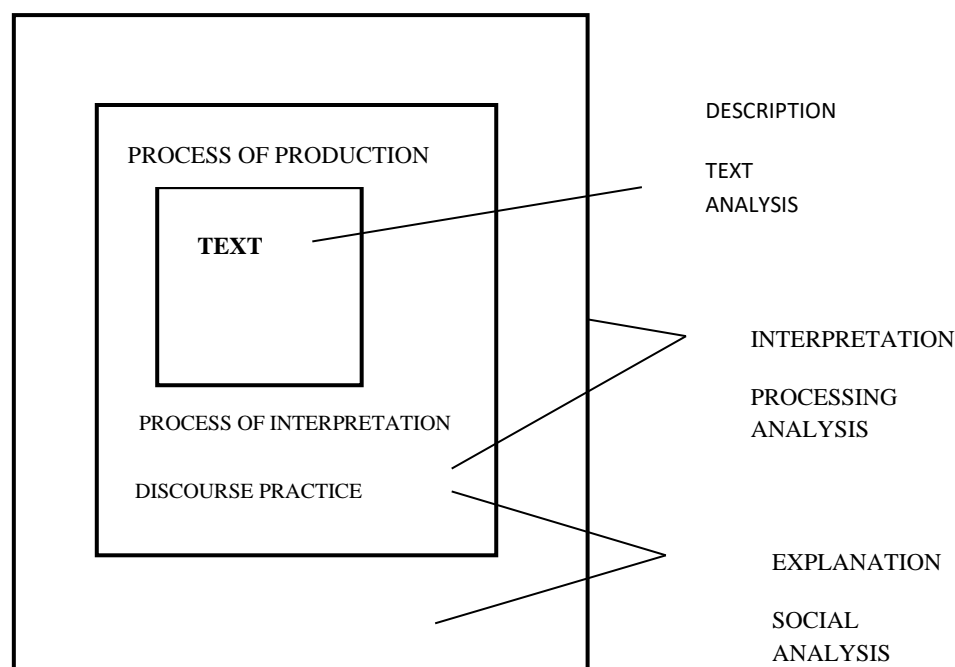
The researcher started to analyze discourse practice of depiction of Donald Trump in Al Jazeera news from textual and discursive practice level. Fairclough (2010) stated that three are levels of discourse analysis; textual analysis, discursive practice and social practice. Jorgensen and Phillips (2002) summarized Fairclough's approach to analyze discourse as follows; text analysis concentrates on the formal features in which discourses are recognized linguistically. Meanwhile, discursive practice engages production and consumption of text. This analysis reconciles text and a larger social context. Fairclough's model of discourse analysis is joint text to the context (social practice). In this case, to acquire

depiction of Donald Trump, the researcher must carry out the textual analysis and discursive practice.

Textual analysis in Fairclough employs linguistic theory developed by Halliday which is called as systemic functional linguistics (SFL). SFL is used to give linguistic insight of the discourse inside the news. SFL sees language as social semiotics which has function for communication. Halliday asserts that there are three other metafunctions of language as social semiotics; ideational, interpersonal, and textual (Halliday and Matthiessen, 2004). These three metafunctions connect each other in making meaning in the text. The researcher focused on ideational metafunction because depiction is positioned mainly in ideational metafunction (Fairclough, 2010).

Discursive analysis or text consumption apportions with reader interpretation. With the ideological content of discourse, Fairclough states the need of language awareness in reading discourses (Jorgensen and Phillips, 2002). Therefore, the studies of discourse and to uncover ideological content are important to enhance people awareness of particular discourse. Additionally, in political discourse, language may be able to bargain, persuade, and construct reality through representation (Chilton, 2004). Habermas, in Chilton (2004), emphasizes the functions of language are coercion, legitimization and delegitimization, and representation and misrepresentation. Fairclough suggests linguistic analysis in approaching the text which he called as intertextuality and interdiscursivity within the text (Fairclough, 2010). The researcher focused on intertextuality.

The social practice analysis links discursive practice to social practice. In this analysis, textual analysis and discursive analysis are enlarged with social practice. CDA scrutinizes the collaborative research related to social practice of a discourse. CDA encourages researcher to expose the relation of a discourse to social practice. The relation of textual, discursive practice and social practice analysis is illustrated in figure 2.1.



Fairclough's Three-Dimensional Model (Fairclough, 2010)

2.2 Textual Analysis in Fairclough' CDA Model

As previously mentioned, Fairclough's CDA framework employs Systemic Functional Linguistics (SFL) in textual analysis. SFL considers language as social semiotics because word denotes the world. Systemic Functional Linguistics (SFL) separates the real world apparent by human mind and the depiction of the world through human through language. Transitivity, in this case, deals with how

language represents the world. There are three semantic categories that describe phenomena of the real world are represented as linguistic structures: Process, Participant, and Circumstance (Halliday and Matthiessen, 2004). Process is central in transitivity, followed by participant that involved in process, and circumstance that associated with the process. Process is conveyed by verb group such as can say, will act, has to, walked, etc. Participant is represented by noun group such as “a big black cat”, “crying little girl”, “Donald Trump”, etc. Circumstances are represented by adverbial group or prepositional phrase such as at school, during hot summer day, yesterday etc. The relation among process, participant, and circumstance can be drawn as in Figure. 2.2.

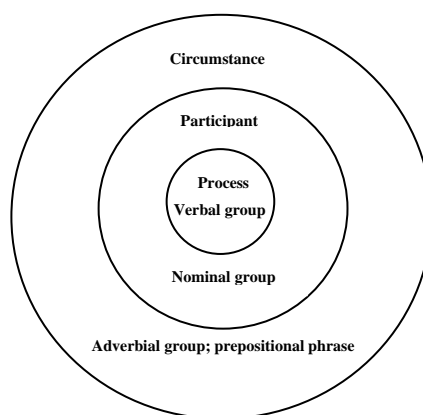


Figure 2.2 Relations among Process, Participant, and Circumstance (Halliday and Matthiessen, 2004)

2.2.1 Process and Participant in Material Clause

Material process is a process of doing and happening (Halliday and Matthiessen, 2004). It realizes something physically does something. This act can aspire something else to do something with indirect or direct object. Clause with material process must have a doing (process) and a doer (participant). The one who

or which does something is called as actor. The entity, which may be done, is the goal. The goal is similar to direct object which depends on transitive or intransitive verbs.

Two kinds of material process are creative and dispositive. In creative material process, the goal is brought by the process. Meanwhile, in dispositive material process, the actors have doings and happening (Halliday and Matthiessen, 2004).

Example of analysis:

1. Brain burned his book.
 Actor Process Material Goal

“Brain” is the doer or that we call actor of his process that is “burned”, which is the material process of the goal. The goal itself is represent by word “his book” or we could say the entity which may be done by the process. This is an example of creative material process. In creative material process the goal is brought by the process.

2. He raised an honor.
 Actor Process Material Range

The word “he” is the actor of the process material that is shown above, as for the word “raised” is the material process. And the last word “an honor” is the range of the sentence. Range is the element that determines the domain of the process. To know the different of goal and range one may give resultive attribute, and if the clause does not make sense that is the range.

2.2.2 Process and Participant in Mental Clause

Mental process is a process that happens in human consciousness such as sensing, feeling thinking, perceiving (Halliday and Matthiessen, 2004). Participant in mental process are sener and phenomenon. The sener is a conscious being, who is able to fell, think, or see. The phenomenon is that which sensed, felt, thought, or seen.

Example of analysis:

- | | | | |
|----|------------------|----------------|-------------|
| 3. | <u>Everybody</u> | <u>heard</u> | <u>her.</u> |
| | Sense | Process Mental | Phenomenon |

The sentence is the example of cognitive type of mental process. The example above is relates to psychological event that is notice. As for the word “everybody” is the sener who felt the process mental, and for the phenomenon is the “her” they are sensed by the sener through hearing.

- | | | | |
|----|-------------|----------------|---------------------|
| 4. | <u>Lina</u> | <u>wishes</u> | <u>to be happy.</u> |
| | Senser | Process Mental | Phenomenon |

The sentences above is the example of desiderative type of mental process, desiderative type is a state of desiring which includes wishing, wanting, deciding, and more. Lina is the sener of her own wishes that want to be happy. Lina felt her own desire, as for the desire is to be happy by the process of wishing.

2.2.3 Process and Participant in Verbal Clause

Verbal processes are processes of saying symbolically signaling (Halliday and Matthiessen, 2004). Very often, these are realized by two distinct clauses: the

projecting clause encodes a signal source (sayer) and a signaling (verbal process) and the other (projected clause) realized what was said.

The verbal process also may indicate proposition and proposal (Halliday and Matthiessen, 2004). In proposition verbal process, the sayer merely states the condition, fact, or idea regardless to the imperative motive. Proposal verbal process, on the other hand, tends to be imperative.

Example of analysis;

5. Iqbal declined that he killed
 Sayer Process Verbal Actor Process Material
- a cat last week.
 Goal Circumstance time

The sentences above is the example of the reported clause that one may sense that the participant (sayer) obtain intersection of mental and verbal process. The sense is the sayer merely says the state of being. The example above tells that the sayer received a state of the being before it says it. It can be seen as the sayer declined the material process that his done.

6. The boss mocked the underling.
 Sayer Process Verbal Target

There are three other participants in verbal process (Bloor and Bloor, 2004): receiver, target, and range or verbiage. Receiver is the one to whom the verbalization is addressed. Target is the one acted upon verbally (insulted, complaintment, etc). Range or verbiage is a name for the verbalization itself.

2.2.4 Process and Participant in Relational Clause

Relational processes involve states of being (including having) (Bloor and Bloor, 2004). They can be classified according to whether they are used to identify something (identifying) or to assign a quality some something (attributive). Each has its own characteristic roles. In identifying relational clause, the participant roles are taken and value while in attributive these are carrier and attribute. Relational process can be further sub-classified according to whether they are intensive, possessive, or circumstantial (Halliday and Matthiessen, 2004). Intensive relational process is one compare noun group to a specific identity or class-member.

Possessive relational process indicates state of having. Possessive relational process can be used both in identifying and attributive sub-type. Possessive relational process is considered as relational process, instead of material, because it relates the possess or and the possessed (Halliday and Matthiessen, 2004). In attributive relational process, there is extra participant that is called as attributor. In identifying clause, the additional participant is called as assigner, the one who assign the identity.

Example of analysis:

Identifying relational clause and attributive relational are exemplified by the sentences below:

- | | | | |
|----|----------------|------------------|---------------------|
| 7. | <u>Aswatd</u> | <u>is</u> | <u>the boss.</u> |
| | Identified | Process Relation | Identifier |
| 8. | <u>Mustafa</u> | <u>was</u> | <u>an engineer.</u> |
| | Carrier | Process Relation | Attribute |

The easiest way to tell whether a relational process is identifying or attributive is identifying relational process is reversible. By means, the clause can be inversed in order and the semantic relationship still holds. The clause in (7) still holds semantic relationship when it reversed into “The boss is Aswatd”. Meanwhile, the clause in (8) can not be reversed into “An engineer was Mustafa” thus the semantic relationship do not hold in the reversed clause.

2.2.5 Process and Participant in Existential Clause

Existential processes are processes of existence (Halliday and Matthiessen, 2004). Further, existential process can interpreted as presentative construction. The only participant in existential process is existent which it is the noun group that exists in clause. Existential processes are expressed by verbs of existing such as be, exist, arise. Meanwhile, existent can be a phenomenon of any kind.

Example of analysis:

9. There is stain on your clothes.
 Process Existential Extent Circumstance Place

In (9), nominal group “stain” is mentioned to be exist. However, existential process also obtain meteorological event that does not need participant at all (Halliday and Matthiessen, 2004) as in (10).

10. It's raining in here.
 Process Existential Circumstance place

Existential process may be interpreted as natural thing is going on, it is just there and it is natural. That is why existential process often occurs in scientific and meteorological writings.

2.2.6 Process and Participant in Behavioral Clause

Behavioral process is processes of (typically human) physiological and psychological behaviour, like breathing, coughing, smiling, dreaming and staring (Halliday and Matthiessen, 2004). In this process, there is one obligatory participant: the behavior while the rest of the clause is called phenomenon. The behavior is a conscious being, but the process is one of doing, not sensing.

Example of analysis

11. <u>Tata</u>	<u>lives</u>	<u>in a beautiful old house.</u>
Behavior	Process Behavioral	Circumstance place

The sentence above identifies “Tata” as the behavior and the word “lives” is one of physiological behavior in behavioral process. Behavioral can contain a second participant that is called behavior.

12. <u>Ardel</u>	<u>smiled</u>	<u>a big smile.</u>
Behavior	Process Behavioral	Behavior

2.2.7 Circumstances

The circumstantial category answers such questions as when, where, why, how, how many and as what. They represent meaning about:

1. Time (temporal): tells when and is probed by when? How often? How long?

For example : Maria goes to church every *Sunday*.

2. Place (spatial) : tells where and is probed by where? How far?

For example : Maria goes to *church* every Sunday.

3. Manner : tells how

- a) Means : tells by what means and is probed by what with?

For example : She goes *by car*.

b) Quality : tells how and is probed by how?

For example : She loved him *madly, deeply, truly!*

c) Comparison : tells like what and is probed by what like?

For example : He was jumping around like a *monkey on a roof*.

4. Cause : tells why

a) Reason : tells what causes the Process and is probed by why? Or how?

For example : The cats died *of thirst*.

b) Purpose : tells the purpose and is probed by what for?

For example : Kiro went to the shop *for snacks*.

c) Behalf : tells for whose sake and is probed by for whom?

For example : Niki went to the shop *for her mother*.

5. Accompaniment : tells with(out) who or what and is probed by who or what else?

For example : I left work *without my briefcase*.

6. Matter : tells about what or with reference to what and is probed by what about?

For example : This book is talking *about English grammar and structure*.

7. Role : tells what as and is probed by as what?

For example : He lived a quiet life *as a beekeeper*.

2.3 Discursive Practice Analysis in Fairclough' CDA Model

As previously mentioned, Fairclough's CDA suggest linguistic analysis in approaching the text is called as intertextuality and interdiscursivity. Intertextuality derives from Bakhtin a term that every text (or utterance) is dialogical, in sense that

it gains its meaning in relation to other text. Intertextuality not only as a form through text are interrelated, but also as a social practice that involves particular socially regulated ways of producing and interpreting discourse (Fairclough, 2010). In Bahktian point of view, text is a reproduction and modification of other text, conjoint into a new perspective of text. Thus, there is no independent text as well as it is hard to find an original text since all text are made of previous text, In CDA, intertextuality means the condition where communicative events draw on earlier event. It may also indicate correlation and interconnection among texts. Furthermore, Fairclough CDA framework will be using several concepts such as hegemony, dominant class, ideology, and by using language analysis tool.

Interdiscursivity, however, operates on a different dimension in that it refers to how a text is constituted by a combination of other language conventions (genre, discourse and style). Text is also interdiscursive. In other words, is a text there is an articulation of different discourse and genre (Jorgensen and Phillips, 2002). For instance, political discourse of war might be related to economic condition. The interconnection among discourse can guide discourse analyst to find out the hidden intention behind discourse. Interdiscursivity also may relate several philosophical approaches in analyzing discourse, eg: feminism, Marxism, liberalism, etc. Fairclough himself sets his theory to critical social theory based on Marxism.

2.4 Social Practice Analysis in Fairclough' CDA Model

The social practice of media in the analysis of critical discourse Norman Fairclough is a macro-level analysis based on the notion that the social context that

exists outside the media actually influences how existing discourse exists in the media. Editorial space or journalist is not a sterile field or space, but it is also highly determined by factors outside the media itself. The social practice analyzes three things: economics, politics (especially with regard to issues of power and ideology) and culture (especially with respect to values and identity) that also affect the media's media, and its discourse. Discussion of social practice includes three levels Situational level, related to production and context of the situation Institutional level, related to the influence of institutions internally and externally. The social level, regard to more macro situations, such as political systems, economic systems, and cultural systems of society as a whole. Three levels of social practice analysis are among others.

1. Situational Level

Every text that is created is generally created in a condition (more on time) or a unique and typical atmosphere. Or in other words, the situational aspects more see the context of events that occur when the news is loaded.

2. Institutional Level

This level looks at how exactly an organizational institution's influence on practice when a discourse is produced. This institution may come from the institutional forces of the apparatus and the government can also be one of the things that affect the content of a text.

3. Social Level

The social aspect sees more on micro aspects such as the economic system, political system, or whole community cultural system.

2.5 Al Jazeera News

Al Jazeera news is a report of information that is published in newspaper and broadcast on radio, television or media online about recent events in country or world or in a particular area of activity by Al Jazeera channel. Al Jazeera channel (Arabic: الجزيرة, translate. *al-zhazīrah*, literally "The Island", though referring to the Arabian Peninsula in context), also known as JSC (Jazeera Satellite Channel), is a state-funded broadcaster in Doha, Qatar, owned by the Al Jazeera Media Network. According to a 2002 report on Middle East communication published by Spotbeam Communications in Zayani (2005), "Al Jazeera is center-stage in the modernization of Arab-language broadcasting." As El-Nawawy (2004) put it "by questioning everything, Al Jazeera had opened a window to issues avoided and restricted by the Middle East". Al Jazeera has rendered government media discourse less reliable by presenting events from different perspective and consequently affecting people's perceptions and view about reported events.

One of the events that caught the people of the attention was the presidential election in the United States of America. In this event Al Jazeera has reputation for being bias. During the campaign Al Jazeera always follow the development of every candidate for presidential election. In this session Al Jazeera sided with one of the presidential candidates namely Hillary Clinton. Al Jazeera supports Hillary Clinton to be the next president in United States of America because she has good policy. In the other had Al Jazeera has different point of view for the other candidate that is Donald Trump, Al Jazeera gives a strong reaction for every single day of Donald Trump speech in campaign.

One of the controversy speeches of Donald Trump is for banning the entry of Muslims into the United State. This speech has a lot of reaction from other presidential candidates such as; Hillary Clinton said “I think it’s prejudiced, I think it’s discriminatory. That has no place in our politics” (Cherkaoui, 2016). Furthermore, Al Jazeera as the Middle East mass media gives support to Hillary for counting down Donald Trump to be president. Al Jazeera used their power for changing opinion public. In the report of Al Jazeera stated that Trump’s Islamophobia, anti-immigration, and anti-refugees positions have revealed some fatigue of American democracy (Cherkaoui, 2016).

After the draft campaign ended and the presidential election took place in November. In this election Donald Trump is the winner. The American people elected their first President who has never held a public office before and has no experience in politics. This stated mass media to cover Donald Trump as the international interested especially Al Jazeera, the large channel of Arab also played role as the mass media. Therefore, the explanation about is the motive why the researcher was chosen the Al Jazeera to depict of Donald Trump as the controversies person.

2.6 Donald Trump

Donald John Trump is the 45th President of the United States, in office since January 20th, 2017. In addition to being a politician, he is a successful business magnate and television personality as well. The son of a wealthy real estate developer, Trump attended the Wharton School of the University of Pennsylvania

before taking charge of his family's business. An astute businessman and charismatic leader, he built and renovated numerous hotels, casinos, and office towers during his business career, accumulating a net worth of billions. He also owned several beauty pageants and ventured into reality television as well.

Expanding the horizons of his ambitions, he entered national politics in the early 2000s and set his eyes on the presidential office. As a politician, his career was marred by allegations of sexual misconduct and he also earned much criticism for his extravagant lifestyle and controversial comments on immigrants from Islamic nations. Despite the controversies surrounding him, Trump ran for the 2016 presidential election as a Republican and defeated Democratic candidate Hillary Clinton in a surprise victory. Donald Trump is the first person to assume presidency without prior military or government service and at 70, he is also the oldest one to assume the office.

2.7 Previous Study

The researcher reviews several previous researchers in order to support this research. The researcher looked up for the papers with relevant topic in scope Critical Discourse Analysis. The details of the comparison of the previous research as follow;

The first research is Dewi Yana (2014), which entitled "*Critical Discourse Analysis (CDA) of Sindo newspaper (CDA Model of Van Dijk)*". She aims at describing the text analysis, social cognition, social context, and ideology of Sindo newspaper using Critical Discourse Analysis method with a Teun A Van Dijk

approach model. The data of the research were in the form of news entitled “Putusan Luthfi Hasan Diharapkan Jadi Efek Jera”. The data were analyzed with integrating the third dimension of Teun A Van Dijk Discourse model in the unity analysis, they were text, social cognition, and social context. The results found that the Sindo newspaper supported the work of the Corruption Eradication Commission (KPK) and the presiding judge of Corruption Court (Tipikor). The news in the edition of Wednesday, December 11th, 2013 “the ideology of Sindo newspaper practically used to build the image of KPK and TIPIKOR to be better in the society”.

The second is Biook Benham and Mohammad Reza Khodadust (2012), which entitled “*The Event of September 11th in American and Syrian Written Media Discourse*”. The research analyzed written media discourse in implicit transfer of the dominant ideology of discourse context. The research demonstrates how the lexical features of the structural and thematic features of passivisation, nominalization and predicated theme were utilized by the discourse producers of the data to mediate between their own underlying ideology and the target readers' understanding of the event of September 11th, 2001. Through a comparative statistical analysis of the written media discourse of the data for the study written in two ideologically opposing contexts of Syria and America, they had tried to explicate how the discourse producers utilized various lexical and thematic strategies to produce different impressions of the event and implicitly force the underlying ideology on the readers.

The third is Patient Rambe (2012), which entitled “*Critical Discourse Analysis of Collaborative Engagement in Facebook Posting*” He analyze the the impact of SNSs on micro-level (educator-learner and learner-peer) relations and relational power remains speculative. Mindful of how discursive types and discourses inform the construction of social power, this study employs critical discourse analysis (CDA) and educator-learners Facebook conversations to expose the exercise of relational power and social learning in these interactional spaces. Facebook postings are examined to explore academic relations and associated learner challenges like limited meaningful engagement with peers and content, superficial learning and general academic underpreparedness. The findings suggest the prevalence of formal authoritative (or hierarchical) discourses, few informal liberating (horizontal) discourses, and nascent peer based collaboration and limited learner engagement with theory.

The fourth research is Maryam Najafian and Saeed Ketabi (2011), which entitled “*The Words behind Images: A Critical Social Semiotic Approach toward Analyzing Advertising*”. They was an attempt to investigate the application of Fairclough's (2003) Critical Discourse Analysis (CDA) approach and Social Semiotic Approach (SSA) proposed by Kress and van Leeuwen (2006) in analyzing ads discourse i.e. an approach that combines textual analysis with semiotic analysis in studying advertising. This combined approach was checked in two sample ads extracted from 'Time' magazine (2000, 2001). As results, two points emerged based on this study. The first was that advertising is a crucial factor in the dissemination

of ideological values in any social discourses. The second point was that this discourse is not in any sense neutral.

The last research is Warsono (2008), which entitled “*A Critical Discourse Analysis to Unmask the Ideological Stance behind Al Qaeda in Asia—Pasific: Origin, Capability and Threat*”. He analyzed the case of Al Qaeda by using Fairclough’s CDA model. The object of analysis in this research is an article Al Qaeda in Asia-Pasific. He used appraisal system which determines the position of the researcher in reporting. The research employed all of level of analysis from textual to social practice. The finding of the research are 89% judgement to Al Qaeda is negative and the rest of 11% is positive.

In this research, the researcher applies textual analysis and discursive analysis to reveal depiction of Donald Trump by using Critical Discourse Analysis approach. After comparing those three researches, the researcher decides that this research is similar to the last article by Warsono since it also applies Fairclough’s CDA to show the ideology. However, while Warsono does to analysis of Ideology of Al Qaeda, the researcher only analyzes the depiction of Donald Trump in Al Jazeera news for this research. The researcher believes that the choice of process types can help to figure out the way Donald Trump depicted by Al Jazeera news.

2.8 Theoretical Framework

Fairclough sees discourse in three levels which are textual, discursive practice, and social practice. The researcher would focus on textual analysis and discursive practice to analyze the depiction of Donald Trump in Al Jazeera news.

Fairclough employed Halliday linguistics theory called as Systemic Functional Linguistics (SFL) and Intertextuality. There are six processes in SFL they are material process, mental process, verbal process, relational process, existential process and behavioral process. The researcher applies the CDA theory developed by Norman Fairclough. This choice based on its relevance with the topic which depiction of Donald Trump.

The theoretical framework is drawn to outline the theories as well as the objective of this research, as following;

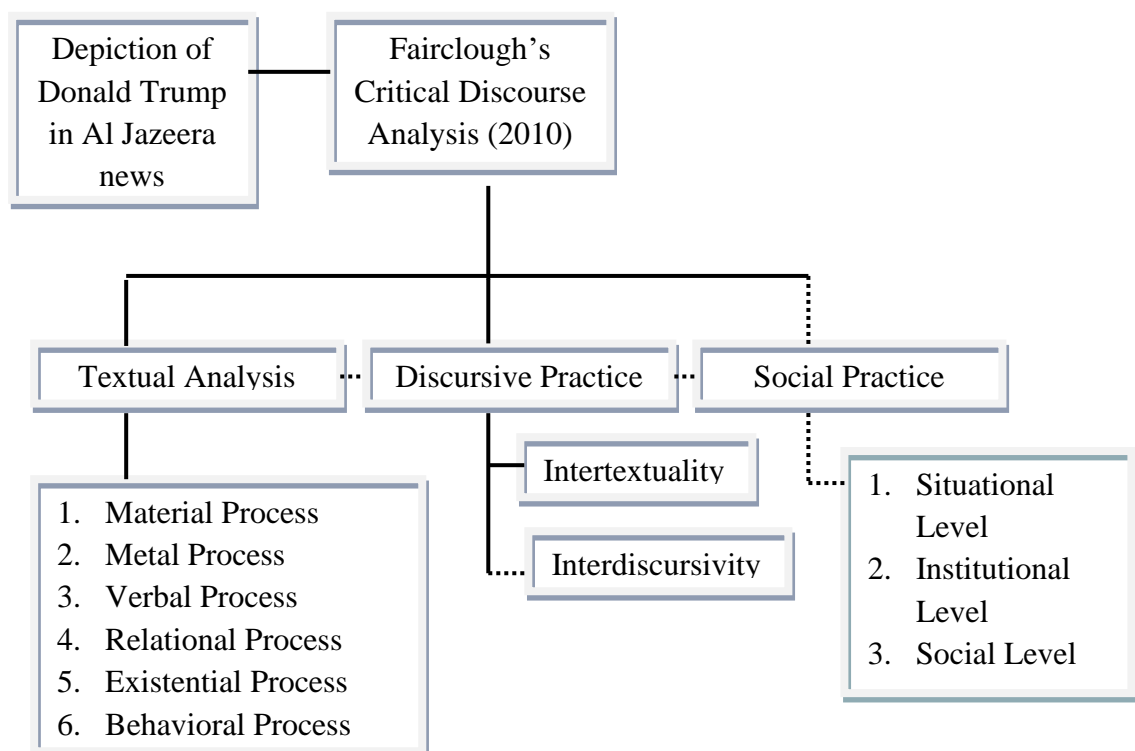


Figure 2.3 Theoretical Framework