CHAPTER I

INTRODUCTION

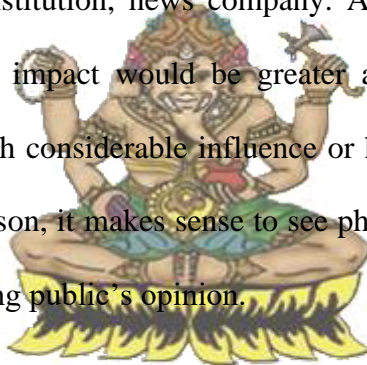## 1.1   Background of the Study

The world changed from time to time, so did human's life. Various aspects related to human being had dynamically changed, including language. Previously, language is seen merely as a tool of communication with singular use; to convey the meaning in communication (Putra and Triyono, 2018). However, beyond that, language in particular cases have the power to influence people to go for or against a certain matter, as stated by Aristotle (1926). Language must also be seen in their use, or in discourse. According to Van Dijk (1997), discourse is a set of language use both verbal and nonverbal communication with a context. Further, Fairclough (1989) states that discourse illustrates the exercise of power but behind discourse there was also relations of power. Kridalaksana (2013) described discourse as a bigger unit on grammatical level that comes in the form of text; articles, paragraphs, sentences, or even words, with a specific goal. Halliday and Hasan (1992) explain the concept of text as a language that was being used in daily life particularly based on context of situation. And one of the examples of text that commonly found was news article.

News is one form of text that provides information for society (Djuroto, 2000). From the beginning of invention of printed machine, newspaper has become a tool of sharing information in greater scale. As defined by Suryawati (2011), newspaper is a platform that provides a wide range of information

regarding aspects in life. News article, printed and electronic, not only brings information to the readers, but more profoundly acts as a reference on seeing issues that currently happen in real life (Todo and Budiarta, 2018). Therefore, in the process of writing for newspaper, it requires high diligence and wide variety of languages to deliver the news into words in well-structured (Leech, 1997). This is the part where the journalist was a significant actor since it was his/her responsibility to put out a well-written news for public to consume. However, since news is written by humans who has their own perception, values, and idea, fairness and objectivity of the news presented might have some biases (Rokhman and Surahmat, 2016). With this concern, it cannot be denied that there is a possibility of ideology and power that also shapes the substance of the news. News is no longer function as solely information conveyer but also possess the power as driver of public's opinion. It is in line with Wodak and Meyer (2001) as cited in Wijakesuma (2019) that language, in the form of ideology, is able to share certain ideas and change the power distribution in order to gain particular goals.

To disclose the hidden power and ideology within news text, it needs a profound analysis not only limited to the news text, but also to entirety of the process of writing it. This was where critical discourse analysis plays a vital role to understand text constructively. As stated by Darma (2009), critical discourse analysis (henceforth CDA), attempts to disclose a specific agenda contains in a text by providing a critical explanation. Furthermore, Van Dijk (1995) explains that critical discourse analysis was a study to investigate how the power performs in a text on social and political context. Based on the definitions, CDA helps

people to get a better understanding of what was being shown on the news and even further, how, and why the news was being produced. By dismantling the news language structure, then hopefully the power within the news can be examined. And from this, the stance of the newsmaker/journalist or news company in larger scale, regarding certain issue on the news they wrote would be clear to the public. This links to statement from Fairclough (1989) that mass-media discourse or news discourse in this case has a "one-sidedness" due to the involvement of hidden relation of power, which in this case comes from the journalist and/or the institution, news company. As Van Dijk (2009) stated, in performing power, the impact would be greater and well delivered when the speaker was person with considerable influence or has the capacity as prominent leader. And for this reason, it makes sense to see phenomenon where news media was major key in shaping public's opinion.

Komodo National Park is a natural conservation site of rare species of lizard, *Varanus Komodoensis*, or better known as Komodo Dragons and it consists of three major islands and some smaller islands. It is in West Manggarai regency, East Nusa Tenggara, specifically west-offshore of Labuan Bajo. Komodo National Park is not only a habitat for the largest lizards in the world, but also it was inhabited by other species like birds, mammals, snakes, etc. As matter of fact, humans and Komodo Dragons are living side-by-side in Komodo Island which have been happened since a long time ago. Komodo National Park has beautiful scenery and beaches which become attractive selling- points for tourists to visit.

Komodo National Park was awarded as World Heritage by UNESCO since 1991 and dubbed as one of the protected conservations by Indonesian government. But despite of all the protections, in January 2020 Indonesian government announced a controversial project to build a geopark tourist attraction inspired from "Jurassic Park" as part of tourism development program. This project met with anger from locals, environmentalists, and even caught the attention of UNESCO. However, regardless of the backlash the "Jurassic Park" project was still ongoing, and the protests finally ended with no respond from the government.

Everything seems alright between the government and locals, but not until late July 2022 when the government suddenly announced plans to raise the entrance fee to Komodo National Park. The extreme jump was from 32 cent (Rp 5000) for Indonesians and $10 (Rp 150.000) for foreigners, to $1000 (Rp 3.750.000) for one person or a group of four people. This sudden rise sparked protests from locals' tourism workers. Approximately 1.000 tourism workers got on to the street to voice their protest. This wave of protest lasted for almost a month and caught attention from both national and international. Many news media questioned how the government intention behind the fee rise. The New York Times wrote a news article regarding the questionable price and posted it on their official website just like other media platform.

On their news article entitled "Would You Pay $1000 to See World's Biggest Lizards?", which written by Richard C. Paddock, The New York Times ask question whether the fee entrance jump was worth it or not. In the article, the

journalist breakdown the current situation of tourism sector, which was the main commodity for local economy, was struggling to make a comeback after getting hit by the pandemic. The number of tourist visitors slowly increases and with some adjustment of the new normal protocol, the rise of local economy begins. But, the progress seems to face another obstacle when the Indonesian government launched a plan to rise the fee entrance to Komodo National Park. The journalist frames this new policy as a step back for the tourism industry and appears to be contrary to what the locals need. It can be seen that the government perform their power towards the society and how society in general opposes the decision made by the government.

Based on the aforementioned case, it can be seen that there was a power imbalance that happened between the government and local workers which suitable to do a critical discourse analysis on. Moreover, this case happened recently and was still relevant for analysis. Therefore, the study would perform a critical discourse analysis on The New York Times news article entitled "Would You Pay $1000 to See World's Biggest Lizards?" by utilizing a model analysis theory by Teun A. Van Dijk from his book entitled "Discourse as Structure and Process of Discourse Study: A Multidisciplinary Introduction Vol. 1", (1997). This theory looks at the text structure, social cognition, and social context of news article. This study was conducted to examine the relation between the structure of a news article and how it expresses the power from the news.
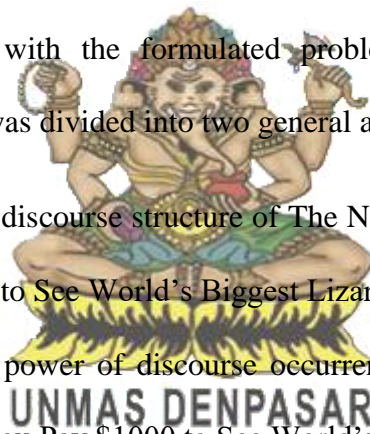
1.2   Problems of the study

Based on the background of the study, there were two problems of this study which formulated into two questions:

1. How is the discourse structure of The New York Times news "Would You Pay $1000 to See World's Biggest Lizards?"

2. How does the power of discourse occur in The New York Times news "Would You Pay $1000 to See World's Biggest Lizards?"

1.3   Objectives of the study

In accordance with the formulated problems of the study, thus the objective of the study was divided into two general answers:

1. To describe the discourse structure of The New York Times news "Would You Pay $1000 to See World's Biggest Lizards?".

2. To analyze the power of discourse occurrence in The New York Times news "Would You Pay $1000 to See World's Biggest Lizards?".

1.4   Limitation of the study

The study is limited to identifying the structure of the news and analyzing of the occurrence of power of discourse in the data source by applying discourse analysis structure theory by Van Dijk. For matter of concern, this study would be focusing on the structure of the news text and the power occurrence on how The New York Times presented the news. The data source that would be discussed in the study was news article from The New York Times specifically news article entitled "Would You Pay $1000 to See World's Biggest Lizards?" hence to the

protest of Jurassic project in Komodo National Park. Further analysis regarding other situation such as social and political subject would not be discussed in this study since this study was limited to linguistic study of the news text.

1.5   Significance of the study

This study was targeted to be helpful for academic purpose and valuable for society, therefore the significance of the study was divided into theoretical significance and practical significance as below:

1.5.1   Theoretical Significance

Theoretically, this study provided knowledge about critical discourse analysis, particularly in analyzing language, discourse structure, and power contain in news article. This study aims to help the readers understand discourse structure and power of a news article by implementing theories proposed by several scholars regarding the data source. Hopefully, this study can give contributions to other studies related to news CDA that might be conducted in the future.

1.5.2   Practical Significance

Practically, this study provides some insights as learning material that can be useful as reference of knowledge regarding discourse analysis study for lecturers and students of Foreign Languages Faculty of Mahasaraswati Denpasar University in specific and anyone interested in conducting the similar study in the
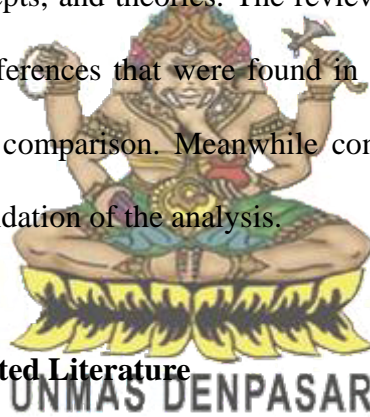
future. Moreover, this study analyzes the discourse structure of the news and how news as medium to perform power to stir public's opinion regarding the current issue. By having the knowledge of how a discourse works, students and people in general can have more understanding of how to consume public text wisely.

UNMAS DENPASAR

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPT, AND

THEORIES

Writing a scientific study requires a multitude of perspectives to broaden the idea in seeing the problem. Therefore, several concepts and theories need to be applied as the golden compass of the study and to enhance the analysis of data source. In that regard, this second chapter would discuss about reviewing of related literature, concepts, and theories. The review of related literature presents the similarities and differences that were found in this study and some previous studies as a means of comparison. Meanwhile concepts and theories would be studied as the core foundation of the analysis.

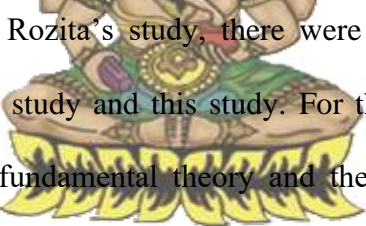## 2.1   Review of Related Literature

In this study, providing previous studies related to this study was necessary because it helps to give a comparison and idea developments. The first study entitled "Language and Power in Emma González's Speech Regarding the U.S. Gun Control: A Critical Discourse Analysis" by Wijakesuma (2019). His study concerned about the language and power contained in the speech of Emma González which to prove the occurrence of power behind her speech as a less dominance and powerful person. Wijakesuma's study focused on analyzing the structure of the speech delivered by Emma González as an aftermath of the mass shooting at Stoneman Douglas Highschool by utilizing CDA method proposed by

Huckin (1997) and power behind the speech by using Three-Dimensional model of power and discourse proposed by Fairclough (1989). In his study found genre, framing, foregrounding, presupposition, and discursive difference for analysis at a whole text-level. For analysis at the sentence level and word level there were topicalization, agency, deletion, insinuation, connotation, register, and modality. Furthermore, the power behind discourse occurred in the speech proved by the increasing number of gun control activist, the government legalized ban on high-capacity magazine on guns, and the invitation from President Trump to the White House for a discussion. Meanwhile the power was obtained from the moment the speech delivered as an aftermath of mass shooting, gun control rallies, and demonstration that challenged the gun right.

This study and Wijakesuma's study share the similarity in the objective of the study in which try to analyze the occurrence of the power of discourse. On the other hand, there were several differences between this study and previous study. First, Wijakesuma used speech as the data source in his study whereas online news article was the data source that would be used for this study. Another difference was that in the previous study CDA perspective of the data source was approached from CDA method theory proposed by Huckin (1997) and Fairclough (1989) while for this study CDA would be analyzed by using discourse analysis theory proposed by Van Dijk (1997).

The second study was from Rozita (2019) entitled "A Critical Discourse Analysis of 2019 Presidential Election News on Mediaindonesia.com". Her study

focused on analyzing the hidden meaning and how ideology and political motives reflected on the news content. Rozita's study also depicted how the influence of a political figure, Surya Paloh, affected the news produced and presented to the public. The data source for this study was taken from fifteen news related to the presidential campaigns, debates, and vote counting. Van Dijk's (1997) critical discourse analysis theory was utilized to analysis the data source which divided into microstructure, macro structure, and superstructure. For the result, Rozita found that from fifteen news on mediaindonesia.com, there was a certain ideology and political motives which shows the tendency of support towards 01 candidate, Jokowi-Amin.

After reviewing Rozita's study, there were numbers of similarities and differences between her study and this study. For the similarity of both studies, there were mainly the fundamental theory and the data source. First, Rozita's study used critical discourse analysis theory proposed by Van Dijk (1997) which also would be used in this study. Moreover, for the data source both studies technically use news article, specifically online news article. However, despite the fact that both studies analyze news article as the data source, it also becomes one of the differences between Rozita's study and this study. In her study, Rozita used fifteen different news articles related to presidential election from Mediaindonesia.com. In contrast this study would only use one news article from The New York Times. Furthermore, on the difference, the previous study focused on finding the political ideology and motives that influenced the data source, on

the contrary, this study would focus on the power of discourse without the context of political approach.

The third study was a journal article from Mukhlis et al (2020) entitled *"Analisis Wacana Kritis Model Teun A. Van Dijk Pada Surat Kabar Online Dengan Tajuk Kilas Balik Pembelajaran Jarak Jauh Akibat Pandemi COVID-19"* (Critical Discourse Analysis of Teun A. Van Dijk's Model on Online News Entitled "Flashback to Distance Learning due to the Covid-19 Pandemic"). It was taken from *GERAM (Gerakan Menulis)* journal, vol. 8, no. 2, December 2020, pp. 73-85. In Mukhlis et al, the study aimed to analyze Teun A. Van Dijk's model text dimension in online news text entitled "Flashback to Distance Learning due to the Covid-19 Pandemic" on Kompas.com. By using model text dimension proposed by Van Dijk (1997), this study described the news text according to microstructure, macro structure, and superstructure. On the result of this study found in microstructure elements were background, details, intentions, sentence form, presupposition, coherence, pronouns, lexicon, graphic, and metaphor. Moreover, in macro structure level discussed about the learning policy created by Indonesia Ministry of Education and Culture. And last, superstructure showed the schematic and coherence of the news text.

After reading the previous study, there were two similarities found. First, both studies apply Teun A. Van Dijk's (1997) text model dimension, which also known as critical discourse analysis theory, in examining the data source. Second, the previous study and this study focus to analyze one online news article as the data source. On the other hand, there were two differences between both studies.

First, the online news article was from different news company and the titled was not the same to one another. In Mukhlis et al (2020), the news entitled "Flashback to Distance Learning due to the Covid-19 Pandemic" was from Kompas.com. It dealt with issues of online learning during the Covid-19 pandemic. Meanwhile in this study, the news was taken from The New York Times and discuss about the Jurassic park-inspired tourist destination that arouse many protests from public. Another difference was that in the previous study the occurrence of power behind discourse was not analyzed and only focused on the text model dimension. Whereas, in this study the occurrence of power discourse would be analyzed alongside with the structure of discourse from the data source.

The fourth study was an article by YinYan Wang (2021) entitled "A Critical Discourse Analysis of News Report on Covid-19 in People's Daily and The New York Times". This was taken from *Jurnal Ilmu Pengetahuan dan Teknologi Komunikasi,* vol. 23, no. 1, June 2021, pp. 49-62. This article analyzed the implicit ideology in the discourse. Wang's study used 12 news reports from People's Daily and The New York Times for its data source. The theories applied for this study were Three-dimensional framework by Fairclough and Systemic Functional Grammar by Halliday. The result of Wang's study found that numerous using of negative and derogatory terms from both media. Meanwhile the ideological of both media were different because of the distinct cultural background.

There were two similarities between Wang's study and this study. First, news article was the data source for both studies. Second, both explore implicit

ideology in the discourse. Whereas for the difference of both studies, there were two distinctions. First, the previous study employed Fairclough's Three-dimensional model and Halliday's Systemic Functional Grammar as fundamental theory. Meanwhile, this study would apply Van Dijk's discourse analysis model. Second, Wang's study used 12 reports from two different news company. On the other hand, this study would only focus on one news article from one news platform, The New York Times.

And the last study was also an article written by Nasution, et al (2021) entitled "A Critical Discourse Analysis of Jakarta Massive Flood News in Kompas.Com". This article was taken from *Al-Lisan: Jurnal Bahasa (E-Journal)*, vol. 6, no. 1, February 2021, pp. 22-35. This study analyzed Kompas.Com news regarding the massive flood in 2019 through Critical Discourse Analysis approach. The data source in this study was examined on text level by employing Van Dijk's Discourse Analysis Structure which consisted of macrostructure, superstructure, and microstructure. An online news published in 2020 on Kompas.Com entitled *"Banjir Jakarta: Normalisasi yang Terlambat dan Hasil Naturalisasi yang Belum Terlihat"* (Jakarta Flood: Delayed Normalization and Unseen Naturalization Results) was used as data source for this study. This study discovered the use of direct diction in presenting the news. Moreover, Kompas.Com was implicitly on opposition with the government in this news.

After studying this article thoroughly, there were several similarities and differences between previous study and this study. For the similarity, both studies share two affinities. First, both studies use Discourse Analysis Model by Van Dijk

in conducting the research. Second, online news article was chosen as form of discourse to be analyzed. On the contrary, there were two dissimilarities in both studies. First, despite of using same theory from Van Dijk, both studies focused on different level of analysis. The previous study only focused on text level, whereas this study would investigate text level, social cognition, and social context of the discourse. Second, the data source on this study was from different news company and consequently different news topic.

2.2 Concepts

In order to create a comprehensive understanding, several terminologies which would be addressed in this study need to be defined first. Some terminologies such as critical discourse analysis, language and power, and news would be addressed as the concepts of this study. The definition of these concepts was taken from numbers of scholars and sources. The concepts that need to be comprehended in this study were explained below.

2.2.1 Critical Discourse Analysis

According to Richardson (2007: 1), critical discourse analysis (CDA) was a set of theory and method that look at how language was being used by individual and institutions. Furthermore, Van Dijk (1993: 249) mentioned that the focus of discourse analyst was on the relations between discourse, power, dominance, and social inequality. Therefore, it could be said that CDA addressed the wide range of social issues which included external factors such as power,

ideology, and social inequality and at the same time highlight social and philosophical point of view of a written and spoken text.

2.2.2 Language and Power

From the perspective of CDA, language and power cannot be separated as language itself was not powerful, it gained power from the entity that used the language. Power, on the other hand, occured as the result of difference relations in social structures (Meyer and Wodak, 2001: 11). It was in line with the focus of CDA in which to analyze the existence of inequality and to find out the exercise of power, who was responsible, and who can solve the problem, as mentioned by Van Dijk (1986) cited in Meyer and Wodak (2001: 1). Moreover, Meyer and Wodak (2001: 11) stated that power does not come from language, but language can be used to challenge, to oust it, and to change distributions of power in the short and long term. Language provides a well-articulated means for differences in power in social hierarchical structures. And by exposing the power, language often conveyed hidden ideologies that were reflected, reinforced, and constructed in everyday and institutional discourse. In addition, Meyer and Wodak (2001: 11) added that power was not reflected only by grammatical forms within the text, but by the control of people through the genre of the text.

2.2.3 News

News was new information about something that recently happened and usually in a form of report on newspaper or other media platform (Oxford

Dictionary, 2013). According to Meriam-Webster dictionary (retrieved 2022), news was a description of an up-to-date event that currently occurred in human life. In short, news was a form of information that provided the latest report of something happened in society.

2.3   Theories

Theories played an important role in formulating the finding and discussion of this study. This study would use theories from various scholars in critical discourse analysis as the method to analyze the discourse structure of the news text and to find out how the occurrence of power of discourse within the text. The text would be studied by using Van Dijk discourse analysis model from his book entitled "Discourse as Structure and Process of Discourse Study: A Multidisciplinary Introduction Vol. 1", (1997). This theory provided explanation on text structure, social cognition, and social context.
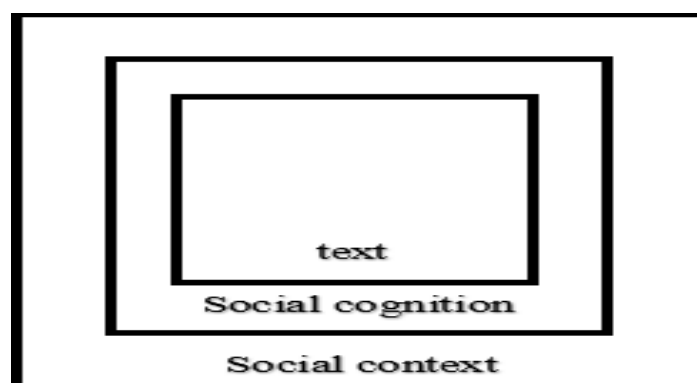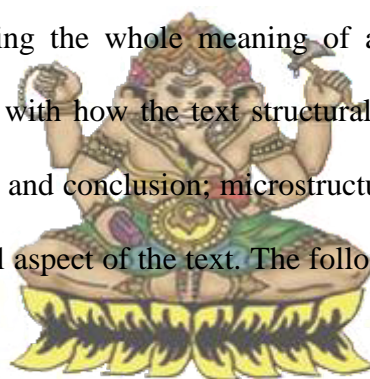
Figure 2. 1 Van Dijk Model Analysis

(Source: Van Dijk, 1997)

Figure 2.1 illustrates three elements of discourse analysis. First, text structure is an analysis of writing-structure within a text. It includes grammatical choices, certain expressions, and so forth. Second, social cognition is an analysis of understanding why the text is produced and how it is produced. And third, social context is an analysis of how the text is distributed and how it contributes to society.

2.3.1 Text Structure

Van Dijk (1997) divided text structure into three level of analysis, namely: macrostructure, regarding the whole meaning of a topic appeared in the text; superstructure, dealing with how the text structurally construct which consist of opening, body, closing, and conclusion; microstructure, discussed about semantic, rhetoric, and syntactical aspect of the text. The following table illustrates the level of text structure.

Table 2.1 Discourse Analysis Structure of Teun A. Van Dijk

Discourse structure	Case	Elements
Macrostructure General meaning and idea of the whole text	**Thematic** (How certain topic was highlighted in the text)	Topic
Superstructure The structural aspect of the text such as opening, body, closing, and conclusion	**Schematic** (The way the text was constructed)	Scheme
Microstructure To see the meaning of the text through the selection of words, sentences, and style that was used in the text	**Semantic** (The meaning that intends to be shown in the text)	Background, goal, detail, presupposition, nominalization, numerical
	Syntactical (Presented forms and structural sentence displayed in the text)	Sentence form, coherence, pronouns
	Rhetoric (Emphasizing something to be more persuasive)	Graphic, figurative language, expression

(Source: Van Dijk, 1997)

As shown in table 4.2, analysis of text structure focuses on the structural writing of a text. First, macrostructure explains about general topic within the text. Second, superstructure elaborates how the main topic is developed into subtopic to support the main idea of the text. Third, microstructure details on semantic choices (background, goal, detail, presupposition, nominalization, and numerical), syntactical structure (sentence form, coherence, and pronouns), and rhetoric (graphic, figurative languages, and expression).

2.3.1.1 Macrostructure

Macrostructure investigates the main topic that was the "main show" of the news (Van Dijk, 1997). Topic of the news usually highlighted as a summary in the headline (Van Dijk, 1988). In seeing the topic of the text, it can be seen from the participants of the news. Topic was also referring to the assessments, references, and descriptions to public figures such as influential people, activist, politicians, and organizations where their actions generate opinions that contain certain ideology and power (Van Dijk, 1997).

2.3.1.2 Superstructure

The coherence among sub-topic within the text was displayed in superstructure (Van Dijk, 1988). Further on Van Dijk (1988), sub-topic was a small unit below amin topic that support the whole meaning of a text. And same as topic, the idea does not appear in a list, but it needs a deeper reading and
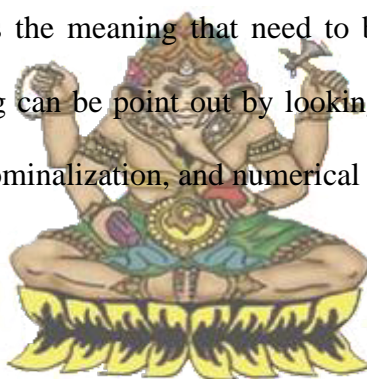
observation to find the sub-topic. To achieve a cohesive scheme, sub-topic must be intertwined with one another (Van Dijk, 1988).

2.3.1.3 Microstructure

Microstructure deals with sentence and word aspect of a text. It contains semantic, syntax, and rhetoric.

2.3.1.3.1 Semantic

Semantic shows the meaning that need to be emphasized from the text. Therefore, this meaning can be point out by looking through background, detail, goal, presupposition, nominalization, and numerical (Van Dijk, 1997).

1. Background

According to Van Dijk (1997), background referred to the intention that the writer/journalist try to utter in the text. Further, Mukařovský (1964) stated that the background can be seen by the way the writer/journalist emphasizing certain concepts and de-emphasizing others.
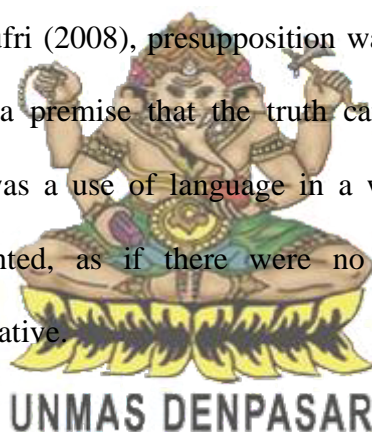
2. Detail

Detail means the individual or institutional that hold the control of information. It can be the influential person in the text or other parties that against the certain idea presented in the text (Van Dijk, 1997).

3. Goal

Ideology may be presented as the group's goal that addresses themselves through their speech. Thus, the ideological value was utilized to inform the public based on their activities, what they want to be seen or evaluated, such as voting rights (politicians), saving nature (environmentalists), and educating the young generation (academics).

4. Presupposition

According to Jufri (2008), presupposition was an effort to support an opinion by providing a premise that the truth can be justified. Stalnaker (1972) stated that it was a use of language in a way that appears to take certain ideas for granted, as if there were no other ideas coming to considerations as alternative.

5. Nominalization

Nominalization was the use of nouns words that were created from adjective or verbs (Van Dijk, 1988). The using of nominalization punctuates more on the action taken by someone or something caused by one's action.
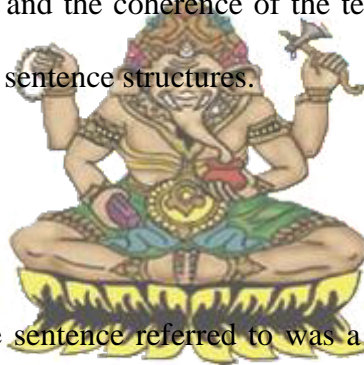
6. Numerical

News discourse forcefully suggests truthfulness by the implied exactness of precise numbers. This was one of the reasons why news discourse abounds with numerical indications of many kinds: numbers

of participants, their age, date and time of events, location descriptions, numerical descriptions of instruments and props (weight, size), and so on (Van Dijk, 1988).

2.3.1.3.2 Syntax

The syntactic style was related to how the sentence forms and structures were arranged and contextualized in a discourse. According to Van Dijk (1997), syntactic style, for example, the use of pronouns, the use of specific sentence form, and the coherence of the text can be used to express underlying meanings in sentence structures.

1. Sentence form

The form of the sentence referred to was a part of speech that has a structure consisted of subject and predicate, as well as intonation that indicates the utterance was complete and has a meaning, (Finoza, 2005). Sentence forms seen in the text were in active and passive sentences.

2. Pronouns

Pronouns refered to the expression that referred to another nominal (Van Dijk, 1997). Furthermore, Badudu (1976) classified pronouns into three categories, namely first person, second person, and third person.
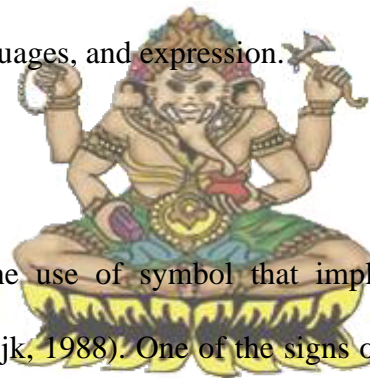
3. Coherence

Coherence meant the logical relation between sentences within one paragraph (Van Dijk, 1997). It can be signaled by the use of conjunction and cause-effect expression (Van Dijk, 1988).

2.3.1.3.3 Rhetoric

The existence of rhetoric style was a way to emphasize and enlighten something to be more persuasive (Van Dijk, 1997). It includes the use of graphic, figurative languages, and expression.

1. Graphic

Graphic was the use of symbol that implies something important within the text (Van Dijk, 1988). One of the signs of graphics was the use of brackets in words level.

2. Figurative languages

Figurative languages can be described as using words in the semantic level of description and degree of completeness. It may be categorized into euphemism (a polite expression that was used to replace too harsh or blunt in the context of unpleasant or embarrassing circumstances), hyperbole (exaggerated information), and litotes (ironic understatement that was used to affirm the positive information) (Van Dijk, 1988).

3. Expression

Expression structure was necessary when expressing the sounds and graphics in speech. This element also plays an indirect function in emphasizing and deemphasizing partisan meaning. Some graphical display through headlines, use of color, letter type, and photographs must be considered along with shouting, high pitch, and raising intonation (Van Dijk, 1997).
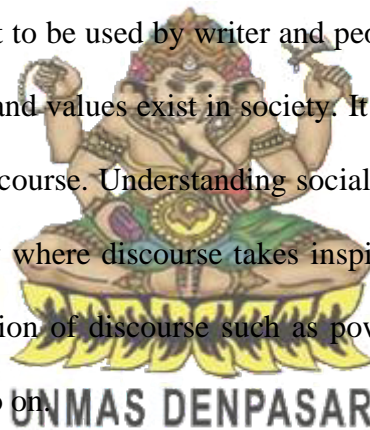
2.3.2   Social Cognition

Discourse on itself was not solely a set of language written or spoken. The creation of discourse reflects social reality of human's life. And since discourse was made by human, therefore one's mental awareness has influence to the discourse. Social cognition was related to the process of producing a discourse and how one's mind put personal values and ideas into it. In this level, the analysis would be on a dimension where ideology, power, and influence were implicitly apparent.

There were four conceptual scheme to see how discourse writer displays his/her point of view in a discourse: (1) Person scheme. It deals with how someone perceives others. It emphasized on one's opinion and perspective regarding the object one views. For example, perspective of a capitalist journalist on communism would influence the way he/she writes news; (2) Self-scheme. It means how others see one-self. It focused on people's point of view towards one who makes the discourse. For example, communist society looks on news about

communism made by a capitalist writer; (3) Role scheme. It was related to how one's position and role in society was viewed by others. The punctuation here was someone's role that might influence the society. For example, journalists hold a prominent title in the society since people see them as a legitimate entity to presents current events that happen in community; (4) Event scheme. It was commonly used in journalistic and related to everyday events presented on the news.

2.3.3   Social Context

It was a concept to be used by writer and people to understand a discourse based on certain ideas and values exist in society. It can be considered as external factor in examining discourse. Understanding social context means understanding what happen in society where discourse takes inspiration from. Many aspects of society affect the creation of discourse such as power dynamic, social injustice, political climate, and so on.

It also could be seen as a reaction from the society to the event that currently happens. From this reaction, some discourse exists and subliminally contain certain power that can direct public's opinion. The journalist's mental awareness was influenced by the discourse surrounding them and subsequently they possess the power of the discourse itself.