

CHAPTER I

INTRODUCTION

This chapter presents the background, statement of problem, research objective, research significance and definition of key terms.

1.1 Background of The Research

Mantheson (2005: 4) said that language is the part of social practice. Related to the society, language is used to express something and to communicate to each other. People communicate to each other for some purpose whether it is written or spoken language. Those purpose is divided into the direct message and the indirect message, because the words are never neutral. They carry the power that reflects the interests of those who speak or write (Fiske, 1994; Fowler, et.al., 1979 cited in Taiwo).

Moreover, when the discourse—which is the important form of social practice which produces and changes knowledge, identities and social relation including power relation (Fairclough 1992 cited in Jorgenson, 2002: 65)—is consumed for many people as news, Mantheson (2005: 5) adds : “It has sought to show that there is a systematic ideological bias to the media that is traceable to the kind of language we find there.” Therefore, analyzing the discourse is needed to represent the ideology, because as Olowe (1993) stated no news report is ideologically neutral, transparent or innocent, because the editor and his reporters constitute an ideological empire.

Talking about ideology, Jorgenson (2002: 75) says: “Ideologies are created in societies in which relations of domination are based on social structures such as class and gender.” Therefore, one of the framework which appropriately conducts to analyses ideology and power is critical discourse analysis.

Critical Discourse Analysis (CDA) analysis how such practice, events and text arise out of and are ideologically shaped by relations of power and struggles over power through text analysis linguistically and social analysis (Faiclough 1993: 135 Cited in Jorgenson, 2002: 63). Considering about struggles over power, there are some ethnic minorities who struggle over it. For example, in the case of Rohingya. Rohingya are a stateless Muslim minority living in Myanmar's Rakhine state. Distributed from *CNN.com*, they were persecuted by Myanmar's military. They also are not recognized as citizens or one of the 135 recognized ethnic groups living in the country by Myanmar. Even they are not recognized, they still live in Myanmar until they have clashed with Buddhist Rakhine population.

Initially the unrest began in 2012, when the three Muslim men suspected of raping and killing a Buddhist woman. Some months later the clash began until the thousands of homes burned and the deaths of clash almost 100 people. Because of the unrest, The United Nations Office for the Coordination of Humanitarian Affairs (OCHA) in Myanmar estimates that around 75,000 Rohingya have been displaced.

Considering about discourse related to news has an ideological bias which is some of the meaning is implicit. The researcher will represent the ideology in the news about Rohingya in *CNN.com*. In the same way, considering about discourse as a part of social relation, it is related to the social powers as term of control exercised by one group or organization (or its members) over the *actions* and/ or the *minds* of (the members of) another group, they limit the freedom of action of the others, or influence their knowledge, attitudes or ideologies (Carmen, 1996: 84). Thus, the researcher also tries to represent the power in the news about Rohingya in *CNN.com*. Based on those reasons above, the researcher is interested in analysing the news about Rohingya in *CNN.com* uses CDA.

The reason why the researcher chooses *CNN.com*, because *CNN.com* is one of the world's leaders in online news and information from U. S. Since they were launched in June 1^t 1980, they have the regional headquarters in every part of world. Another reason, As one of the big media online in the world, *CNN.com* has a motto as a media which support the freedom, so they informed Rohingya's problem interactively. They followed Rohinhya's problem from 2012 until May 29th 2015.

In the previous study, there are some papers which analyzed text using Critical Discourse Analysis. The first paper is *“Ideology through Modality In Discourse Analysis”* by Dany Badran (2002), which investigated the role modality plays in reflecting underlying ideologies as well as ideological inconsistencies in literary texts, political text and scientific text.

The result of this study that all 'types' of discourse can be approached in a similar manner for critical analysis.

The second paper is *“Critical Discourse Analysis of the Iraq Conflict in the British and German 'Quality' Press”* By Una Dirks (2006), this study explained how the British and German 'quality' press has dealt with the warfare interests of the US administration in Iraq. The findings of this study comprise a wide variety of empirical evidence for the shaping of policy lines in the papers' front page articles from a comparative intra-European perspective.

The third paper is *“Language, Ideology and Power Relations in Nigerian Newspaper Headlines”* By Rotimi Taiwo (2007), this paper identified the ideologies that lie behind their construction in *Nigerian New's* paper headlines. This study concludes that headlines are emotion-inducing strategy in the hands of the editor used to initiate, sustain discourse and shape the views of the readers on national issues.

The forth paper is “*Change In Practice: A Critical Discourse Analysis of New York Times’ Approach Toward Iran, Before And After Obama*” by Diyako Rahmani (2010), this paper analyzed *New York Times* by using CDA to investigate the representation of Iran in one of the major national American dailies before and after Obama be a president. The conclusion of this study, made by this study asserts that, the change in the policy of government as the most powerful institute of the society has brought about change in the approach of the newspaper toward Iran.

From those previous studies above, there is no paper which analyzed the news about Rohingya in *CNN.com*. Therefore, the researcher will analyze the news about Rohingya in *CNN.com* which entitled “*Critical Discourse Analysis of The News about Rohingya in CNN.com*”, because news has a purpose whether it is explicitly or implicitly. Thus, there is a hidden message in news which is ideological bias. This reason encourage the researcher to represent the ideology in the news about Rohingya in *CNN.com*. Another reason, considering discourse is part of social relation, so the researcher is interested to represent the power which is some groups who influenced their knowledge, identities, attitudes and ideologies to people in the news about Rohingya in *CNN.com*.

1.2 Statement of Problem

The problem of this research is the ideology which is represented implicitly in the news about Rohingya in *CNN.com* from June 21, 2012 until May 29, 2015. It is also related to the social power who influenced their knowledge, identities, attitudes and ideologies to the people in the news about Rohingya in *CNN.com*. Thus, to make the problem specified, there are two questions as follows:

1. How are the ideology of the news about Rohingya in *CNN.com* represented?
2. How are power of the news about Rohingya in *CNN.com* represented?

1.3 Research Objective

To describe the answer of problem in this research, the researcher use the qualitative data collection, observation, and analyzing the text, in order to describe the answer of problem, as the following below:

1. Representation of ideology in the news about Rohingya in *CNN.com*.
2. Representation of the power in Rohingya's news in *CNN.com* representation.

1.4 Research Significance

From the topic that will be discussed and studied in this research, hopefully this research will significance as follow:

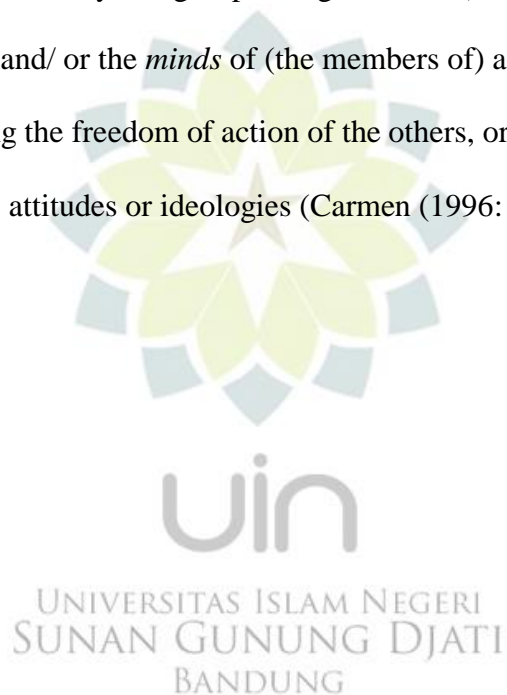
1. Theoretically, this research is expected to give advantage for everyone in applied the theory of CDA discourse analysis in mass media and classified the theory of CDA.
2. Practically, this research is expected to give advantage for everyone who read this research and to be one of a helpful source in comprehending CDA understanding

1.5 Definition of Key Terms

Based on the related literature on this research, the researcher provides definitions of key terms.

1. **Discourse:** The important form of social practice which produces and changes knowledge, identities and social relation including power relation (Fairclough 1992 cited in Jorgenson, 2002: 65).
2. **Critical Discourse Analysis:** The framework conducts to analyses the discourse which used linguistics element. It sets out to show up the generally hidden determinant in the system of social relationship, as well as hidden effects of the system (Fairclough 1989)

3. **Ideology:** Ideology simply refers to attitudes, set of beliefs, values and doctrines with reference to religious, political, social and economic life, which shape the individual's and group's perception and through which reality is constructed and interpreted (Taiwo, 2007: 4)
4. **Power:** Power is the part of social power which defined in term of control exercised by one group or organization (or its members) over the *actions* and/ or the *minds* of (the members of) another group, they limiting the freedom of action of the others, or influencing their knowledge, attitudes or ideologies (Carmen (1996: 84).





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