

CHAPTER 2

LITERATURE REVIEW

This chapter provides a concise overview of several theories that underpin the study. These theories are connected to the explanation of Critical Discourse Analysis (CDA) through Van Dijk's approach and relevant studies related to my research.

2.1 Theoretical Framework

2.1.1 Web-Based Media

Over the past 25 years, journalism production research has heavily focused on digitization and convergence (Witschge et al. 2016, as cited in Puijk et al., 2021). An online news article typically consists of several elements, such as a title, lead, and body, with the body text being longer than the headline or lead (Dai et al., 2018). In journalism, the headline often serves as a summary of the entire text to highlight key points and capture attention (Qian et al., 2019). According to (Conboy, 2013), headlines fulfill three main functions: providing a quick summary of breaking news, conveying the tone and values of the news organization, and attracting the reader's attention. Whereas in the online space, the headline has become a key strategy for capturing attention and persuading readers (Chen et al., 2015). However, the increasing prevalence of internet technology has altered the purpose of headlines in online news articles (Kuiken et al., 2017).

According to (Pekkarinen, 2016), newspapers are recognized today as one of the most significant media for distributing news and influencing public opinions. In the modern era, news is essential for disseminating information and performing regulatory and informational tasks. However, as Fowler (2013) points out, news is a manufactured product that is shaped by the bureaucratic and economic systems of the media industry, as well as by its relationships with the political and governmental parties and other industries. Van Dijk (1988) asserts that news helps readers develop an "interpretive framework" by gradually influencing their perceptions and

comprehension of events. The way issues are portrayed in media news is influenced by the power dynamics and ideologies that are embedded in it. This, in turn, shapes public perception, including how the public views delicate issues.

Regardless of Ideological and Institutional bias. Being free and accessible at any time, online news are convenient resource for both teacher and learners for teaching and learning purposes. According to Berando (2006), online news provides a wealth of genuine reading context, unlike the often unnatural language found in textbooks or classroom materials. Similarly, Reddy and Nazneen (2018), suggest that young learners find English newspapers more relatable and engaging than specialized or technical texts.

2.1.2 Media Perspectives on Issue or Event

Media plays a crucial role in shaping emotions and can effectively persuade audiences. According to (Bakker, 2010), who claims that mass media is a potent instrument for influencing minds and quickly spreading information throughout the world, mass media plays a significant role in forming emotions and can successfully persuade audiences. But it also makes the media highly susceptible to manipulation, it means the language cannot always be true as Kashiha (2022) mention that the use of words that have positive or negative connotations is very influential in influencing the emotional response of the audience. Particular groups' ideologies or points of view frequently influence the language used in the news article. Instead of representing the opinions or goals of particular parties, language used in media should ideally continue to be objective and fact-based. This is also supported by (Eriyanto, 2011), who stated that Critical Discourse Analysis (CDA) reveals that the language of mass media has become subjective, shaped by social, political, and economic aspects, leading to a distortion of reality.

2.1.3 Critical Discourse Analysis

To uncover how Nadiem Makarim is portrayed as the minister of education, this study uses the critical discourse analysis method, which focuses on analyzing discourses about power dynamics and ideological perspectives in Indonesian media. CDA is defined as an approach that supports the use of a multidisciplinary rather than merely interdisciplinary approach and engages in an “interactive relationship with other social theories and methods” (Wodak & Meyer, 2008). There is a distinct connection between power and ideologies within this study.

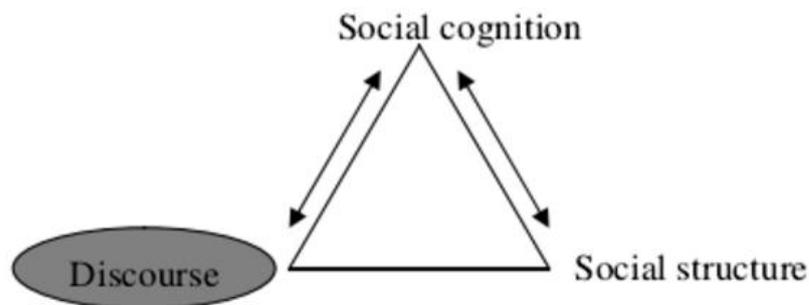


Figure 2.1 Discourse-cognitive-Society triangle (Van Dijk, 1998)

Numerous fields employ Critical Discourse Analysis (CDA) to closely study spoken and written texts. CDA is used in the media to investigate how political, geographical, and historical contexts influence discourse. A socio-cognitive framework proposed by (Van Dijk, 1998) highlights how news coverage reflects the ideologies of the media’s controlling parties shaped by their social, political, and cultural backgrounds. This framework can be used to interpret printed discourses. Additionally, Dijk pointed out that it can be difficult to interpret media discourse because even seemingly basic text like headlines frequently has both open and hidden ideological meanings.

Van Dijk (2008) socio-cognitive model explains how language, thought, and society are connected; imagine it like three layers of circles. (Society) Outer Layer, (Cognition) Middle Layer, and (Discourse Structure) Inner Layer. This model means that the way we talk or write is influenced

by how we think, and how we think is influenced by the society we live in, so language is never just about words; it carries meaning influenced by social and cognitive factors. Discourse structure is the actual words or structure used in the news or discourse; the middle layer (cognition) is the way people interpret these words; and the outer layer (society) is broader society norms, biases, and ideologies that shape those thoughts. So in conclusion discourse structure is influenced by cognition, and cognition is influence by society we live in.

Dijk’s model in Eriyanto’s book called “*Analisis Wacana: Pengantar Analisis Teks Media*” in 2011 organized the analysis into three main analytical categories, which are macrostructure, superstructure, and microstructure. Microstructure focuses on deeper linguistic details and consists of four subcategories. First, semantics analyzes elements such as context, details, purpose, presuppositions, and nominalization. Second, syntax studies sentence structure, coherence, and the use of pronouns. Third, stylistics considers the choice of lexicon, or vocabulary. Lastly, rhetorical devices explore the use of graphics, metaphors, and expressions. The macrostructure category addresses the main thematic elements in a text, including topic selection, organization, and repetition. Meanwhile, the superstructure emphasizes the schematic, which includes the overall textual structure, conventional patterns, and logical flow to ensure the text conforms to the expected norms of coherence and organization. Taken together, these categories provide a comprehensive analytical framework. Dijk’s discourse structure model, adapted by Eriyanto (2011), consists of the following analytical categories:

Table 2.1 van Dijk's socio cognitive model (Eriyanto, 2011)

Macrostructure	→	➤ Main Theme ➤ Sub Theme	→	➤ Global structure
Superstructure	→	➤ Headline ➤ Lead ➤ Main Event	→	➤ Logical Flow

	➤ Background		
	➤ Consequences		
	➤ Comment		
	➤ Closing		
			➤ Background information
	➤ Semantics	→	➤ Details
			➤ Aims
			➤ Presupposition
Microstructure	→		➤ Active & Passive
	➤ Syntax	→	➤ Direct Quote
			➤ Nominalization
			➤ Repetition
	➤ Lexicon	→	➤ +/- tone
	➤ Rhetorical.	→	➤ Metaphor

2.1.4 Study of the Relevant Research

Before starting this study, the researcher conducted an in-depth review of prior research on media representation of political and public figures within the context of critical discourse analysis applied to online newspaper articles. The relevant studies were examined in the following sequence:

The study by Sajid et al., (2019) is relevant to my research as it examines how their research on Pakistani-English newspaper headlines uses Teun A. Van Dijk's Critical Discourse Analysis (CDA) framework to analyze political themes in the headlines of two newspapers, the daily "Dawn" and "Nation." It represents different media having different moves to present the same event to propagate desired ideology. It was relevant for my research due to the alignment of my research aim, which provides comparative perspectives on how news can manipulate narratives to serve ideological interests.

Another study by Yulika (2021) is closely relevant to the analysis of media representation in this research on Nadiem Makarim. It employs the Van Dijk framework to examine how online news text from CNN Indonesia reports on the controversial Reynhard Sinaga case. By analyzing six news stories with different headlines, the research identifies how CNN Indonesia presents the news factually and without bias. This research is similar to the current research on the use of the triangulation technique to choose more than one news article or different media sources.

Lastly, study by Wahyuni (2024) is relevant to this study on the aspect to foster critical thinking on students in Indonesia. Employing Fairclough's model of critical discourse analysis (CDA) and the transitivity framework of Systemic Functional Linguistics (SFL). The paper concludes that integrating moral values into English teaching does not negate the necessity of fostering critical thinking. Teachers can use critical thinking to select stories that enhance students' moral understanding and linguistic proficiency. This study contributes to using storytelling in education and offers guidance on how to integrate critical thinking into English language teaching through effective teaching strategies.