

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

People need news to add their knowledge or just get some information. Because of the sophisticated technology in this era, news can be gained easily either in printed or online versions. The content is various; it can be about politics, economics, social issues, etc. In news, the writers can choose to represent the subject negatively or positively and can manipulate the readers by means of language. Therefore, it is the readers' job to be able to critically identify what kind of representation that the writers are actually conveying in the news articles.

In facilitating the readers in analyzing the writers' representation, van Dijk proposes a theory, namely Critical Discourse Analysis, which is "a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context" (van Dijk, 1995a, p. 18). This theory can be used as a tool for the readers to understand the writers' particular purpose in the news.

In this thesis, I would like to analyze a news article from CNN (Cable News Network, which is “the world's leading global news organization with 47 news offices worldwide and over 4,000 staff from 50 countries, CNN covers the stories wherever they are” (CNN International Syndication Services, 2010). It suggests that CNN news is one of the best and most reliable networks in the world. The text to analyze is taken from CNN Wire Store, which is “the online, self-service resource for text versions of CNN's award-winning news coverage, harnessing the global capabilities and resources of CNN's international newsgathering. Articles available include CNN's award-winning reporting, including world news, politics, finance, health, entertainment and technology” (CNN International Syndication Services, 2010). Choosing the best news for the readers and having been proved as a mediator for people in getting some information in the world, CNN Wire is really interesting to be discussed and analyzed. Therefore, I choose a news report published in CNN Wire as my data source.

In CNN Wire, I am interested in the news report titled *Trump Administration Ending Michelle Obama's Girls Education Program*, which was published in Washington on 1 May 2017. Donald Trump and Michelle Obama are public figure in political context who are in the opposite parties. Furthermore, in this context Donald Trump has been chosen as president of America, replaces Barack Obama who is Michelle Obama's husband. Accordingly, some policies of Donald Trump contradict with Michelle Obama's. Besides, Trump is known for his controversial actions even before being chosen as American President. Michelle Obama is not the only person who has problem with Trump, but there are many others. Consequently, how the writers represent him in this news report is an interesting topic to analyze so that it can

be revealed whether the writer supports Trump's action towards Michelle Obama's pro.

The other reason why I choose this particular news report is because it contains not only the representation of Donald Trump, but also of Michelle Obama, who become the opponent in this context. Obviously, they will be categorized as the self and the other. According to van Dijk (1995b, p. 31), the two complementary strategies of polarized communication are positive self-presentation and negative other-presentation. The news writers have power and dominance which can influence the public's mind and make manipulation as well (van Dijk, 1995c, p. 10-11). Therefore, positive self-presentation is for the writers who have more power and dominance than the other. Besides, the writers usually try to indirectly or directly persuade the readers that the writers with their group of people who they support are positive. Accordingly, the readers must understand that inequality exists in the news and it should be analyzed deeply and critically.

I believe the analysis is significant. Through this analysis, the readers can improve their way of thinking in understanding and commenting on the news. The readers can also be more aware of the implicit meaning of the news so that they can realize what appears on the surface of the news usually has a particular purpose. On the other hand, the writers can learn to use some strategies that can help them to convince the readers and influence them to agree with the writers and accept their viewpoints concerning the topic of the news report.

(WORD COUNT: 730)

## **1.2 Statement of the Problem**

The problems that will be analyzed in this thesis are

1. How are the self and other represented in the news report in the macrostructures?
2. How are the self and other represented in the news report in the microstructures?
3. How are the self and other represented in the news report in the superstructures?

## **1.3 Purpose of the Study**

The purposes of this thesis are

1. To find out how the self and other are represented in the macrostructures.
2. To find out how the self and other are represented in the microstructures.
3. To find out how the self and other are represented in the superstructures.

## **1.4 Method of Research**

At first, I searched and learnt van Dijk's theory that would be used in my thesis. Then, I browsed some data through the Internet and chose one to be the data source. Then, I analyzed the data source. Finally, I wrote the research report.

## **1.5 Organization of the Thesis**

I divide this thesis into four chapters. The first one is Introduction, which consists of five parts; those are Background of the Study, Statement of the Problem, Purpose of the Study, Method of Research, and Organization of the Thesis. The second

chapter is Theoretical Framework, which contains the elaboration of the theories used in the analysis. Then, the third chapter is the analysis of the data and conclusion is put in the last chapter. At the end of the thesis, there are Bibliography and Appendices.

