CHAPTER I

INTRODUCTION

This chapter presents the background of the study which delineates the general information about this research. It also comprises the significance of the study which explains the importance and benefits of the research. The following sections are statements of the problem, aims of the study and limitations of the study, all of which are useful in directing focused research. Next, the research methodology covers the description and procedures that were applied in conducting in this research. To avoid any perplexing explanation, a clarification of the key terms is provided and finally the organization of the paper ends this chapter by presenting the organization of the contents of this paper.

1.1 Background of the Study

Around the end of January 2010, England – especially those who were familiar with football – were shocked by the news about the England football team captain John Terry who allegedly had an affair with Vanessa Perroncel, the girlfriend of his English teammate *Wayne* Bridge (BBC News 2010). Immediately, this news spread to the entire England as well as to the world. This case, then, drove the public attention due to John Terry's role as the captain of the England football team. Moreover, the case also triggered a public controversy whether John Terry had to end his England captaincy or not.

This John Terry's case revelation would not have been finally recognized by the society without the media's involvement in broadcasting this case. There is, in this case, a question on the objectivity or neutrality of the media especially because the issue concerns an influential person. This media attitude further can be identified by examining the ways that John Terry is represented in their news. Therefore, the ways the main social actor represented in the text are a noteworthy consideration in the studies of media text analysis.

The discussion about representations can be historically traced back to an anthropologist Malinowski's fieldwork in 1918 who observed the natives' social and cultural lives in Trobriand Islands (see Glazer 1996). He found that every socially cultural beliefs and practices - including all the natives' everyday lives like marriage, ritual, religion, trade and kinship - are the representations of the fulfillment of human basic needs for every individual in the society. This view is later known as *an anthropology functionalism*.

A few decades later, a Russian psychologist Vygotsky proposed a concept of language as the representation of child's mind and cognitive processes that undergo the two processes, the external speech and the inner speech (Burns et al. 2010). The former concerns the language representation as merely for social communication, while the latter deals with the further language representation as the construction of child's thinking and personality (Schutz 2004).

In the middle of the century, Lazersfeld and his two colleagues conducted research in 1944 about the effect of presidential campaign representation of

Franklin D. Roosevelt in the media toward the people voting behavior, published in his paper's "*The People's Choice*" (Baker 2010). As the result had no direct relationships between the media and the people behaviour, Lazersfeld then introduced his own concept of "two step flow theory of communication". This theory asserted that the transfer of media representation is mediated by *opinion leaders* that refer to those who have access to the media contents and then communicate them interpersonally to the wider public (Griffin 2010).

For the most recent discussion, perhaps the best example was a linguist Norman Fairclough who intensely discussed the representation of discourses in the text. Specifically, his main concerns was around the topic of globalization and how this discourse was discussed, debated and mediated by the production of issues in the mass media (Bachmann 2008). Overall, by basing on the concept of Recontextualization, Fairclough's focus on the representation of discourse is specifically on the ways discourse originated in particular fields may be *recontextualized* (represented, rebuilt or reproduced) in other new different fields (Fairclough 2009).

Studies about representation, especially in the media, have been greatly explored mostly around the political issues. Other topics in different fields, for example in sports, were frequently discussed under the issue of feminism and racism. A study conducted by Davis (1997) could be one example that analyzed the representation of woman swimsuit models in the sport media *Sport Illustrated*. The result showed that these swimsuit models were represented as

an objectification of woman as well as a hegemonic masculinity, which means that they were functioned "to serve men".

Another study was about racism in football conducted by Alan McCarthy (2008). Specifically, McCarthy analyzed how the issue about footballer Joey Barton's racial abuse toward Gabriel Agbonlahor is represented in two British media *The Sun* and *The Times*. This study indicated that while *The Sun* tends to have judgmental and provocative tone for obviously condemning Barton as guilty, *The Times*, in contrast, seems to be more in neutral and modest manner for implicitly positioning the Barton's innocence.

The present study, meanwhile, is a representation study that aims to examine the ways a British's online media, namely *BBC New online*, represents John Terry regarding his affair case. Specifically, the analysis focuses on how the main actor John Terry is represented in BBC New online regarding his affair case. A critical discourse analysis (CDA), then, was applied as the method of analysis which was specifically based on Fairclough (2003) approach for analyzing the representation of social events in three point's analysis of *Exclusion, Inclusion and Prominence of Social Events, Level of Abstraction toward Social Events* and *Representation of Processes*.

1.2 Statements of the Problem

The following are the two research questions that were investigated in this study:

1) How is John Terry represented in the two texts from *BBC News online* regarding his affair case?

2) What are the underlying ideologies behind such representations?

1.3 Aims of the Study

Considering the two of research questions above, the aims of this study are as follows:

1) To analyze how John Terry is represented in the two texts from *BBC News online* regarding his affair case.

2) To uncover the underlying ideologies behind such representations.

1.4 Limitations of the Study

To make this research manageable, the limitations were made in the points of analysis scope and data sampling. The limitation of analysis was done by only analyzing in the level of clause. In terms of data sampling, meanwhile, the limitation was done by only selecting two news texts from BBC News online which have the most tendencies to intensively represent the process or action performed by John Terry regarding his affair case as their primary discussion.

1.5 Research Methodology

The present study primarily uses a qualitative method. In contrast to the quantitative method, the qualitative one provides more thick description on nominal data than statistical computation (Huberman and Miles 1994). Therefore, as this study mainly seeks to investigate the representation of social actor in the media, the decision to employ the qualitative method was the most appropriate since the concept of representation is an abstract or non-numeric data and thus cannot be examined in a quantitative method by using formula or statistics.

The data in this study were two news online texts which were collected by retrieving from BBC News online website. As some parts of the content from the collected news texts were almost similar one another, therefore, the decision was only in selecting the two news text which have the most frequency in presenting John Terry'actions or processes related to his affair case as the main discussion.

The analysis of the collected the data, then, was done based on critical discourse analysis (CDA) model proposed by Fairclough (2003) in three points of analysis to reveal the representations of John Terry in BBC News online including *Exclusion, Inclusion and Prominence of Social Events*, *Level of Abstraction towards Social Events*, and *The Representation of Processes*. Next, the results from these three points analysis were used to drive the conclusion on the possible underlying ideology carried by BBC News online behind such representation.

1.6 Clarifications of the Key Terms

To avoid misleading understanding, the following are some key terms that are needed to clarify:

1) **Representation:** the act or an instance of representing or the state of being represented (Oxford English Online Dictionary).

2) **BBC News:** a British main broadcaster that is considerably as the largest broadcast news in the world with its coverage in radio and television as well as online news (Encyclopedia Americana).

3) **Ideology:** representations of the world which contribute to establishing and maintaining relations of power, domination and exploitation (Fairclough 2003: 218). In corresponding to the media, this study aims to examine the extent of the ideology that affects the media tendency in presenting their news.

4) **Critical Discourse Analysis:** an analytical research focused in analyzing discourse that the core of its study is mostly in how text and talk can enact and reproduce social abuse, dominance and inequality in the context both social and political (Van Dijk 1998). This is the main method of research applied in this study.

1.7 Organization of the Paper

In this paper, the organization is divided into five chapters. To begin, chapter I describes the general information of the research that was conducted in this study. Next, chapter II delineates some theories that were fundamentally reinforcing in conducting the research. In chapter III, meanwhile, it presents the research method and brief description about the procedures employed to unfold the problems that were investigated in this study. Then, chapter IV contains an explanation of the results of the study and the delineation of justification to reinforce the elaboration of these results. Finally, chapter V presents the final interpretation of the findings obtained in this study in a form of conclusion and followed by the directions for the future works in the form of suggestion.