

# CHAPTER I

## INTRODUCTION

### 1.1. Background

Whether or not people are aware of it, fairy tale is a part of literary works that is inseparable from human's life, especially during the childhood period. Fairy tales are loved not only because they offer a whole new world to explore that will enrich the imagination and creativity, but also because they give a teaching about moral values.

Regarding a fairy tale, it is not a simple matter to define the term. Firstly, fairy tales are not necessarily stories about fairies; in fact, many fairies do not even have any fairy in them. Take for example the infamous *Little Red Riding Hood* or *Goldilocks and the Three Bears*; there are no fairies in both stories, but they are considered fairy tales. As pointed by Heidi (2001), fairy tales can be said as a subgenre of folklore, along with myths and legends, which come from the tradition of oral storytelling and is written down by several authors. She also notes that, as often happen with oral storytelling, the same story is slightly different each time it is told, even by the same person. Consequently, it is possible that we can find more than one version from one particular fairy tale.

One of well-known fairy tales throughout the world is *Jack and the Beanstalk*. Its origin is unknown, although the first author was almost certainly British or German. This statement is reinforced by the mention of an Englishman in the story.

The story itself is about a boy named Jack who climbed a magical beanstalk and found a castle above the clouds. There he must confront a giant and take possession of some treasures. Like other tales, *Jack and the Beanstalk* has been written down by several different authors and also has been adapted into various media such as drama play and film. Some of the authors who had contributed in treasuring this tale were Joseph Jacobs and Andrew Lang. Both authors are notable figures in the field of folklores and fairy tales literature. Jacobs was a Jewish who spent his youthful days in Australia, where he first heard the tale *Jack and the Beanstalk*. His version is the most commonly reprinted today. Lang was a Scottish who was best known as the collector of folk and fairy tales.

Fairy tales have been well accepted in society for years. It is not too difficult to find some fairy tales books sitting on the shelves of your local bookstores and libraries, so is to find some fairy tales movies in the video stores or rentals; Disney movies for instance. This tells us that people still choose fairy tales as a means to teach their children the lessons about life. Now the question is whether people will just take fairy tales for granted or will they be willing and able to see fairy tales from a different point of view, thus allowing themselves to be critical readers.

As with other literary works, or texts in general, critical readers not only concern about what is included in a text, but also with what is not. Taking into account things that are not explicitly stated in a text may give us more insights on what the writer is trying to convey. One of the underlying aspects in a text is ideology. Walsby (1946) states that ideology means the basic ideas or assumptions underlying any system of ideas. Everyone has his own ideology; that is the way he

perceives the world and sees things as right or desirable and wrong or undesirable. Moreover, Fairclough (2003, p.9) defines ideologies as representations of aspects of the world which can be shown to contribute to establishing, maintaining and changing social relations of power, domination and exploitation. It means that everything carries some sort of ideology within it; in other words, nothing is neutral. For example, a constitution may carry within it an ideology that maintains the domination of a State over its citizens.

One of the ways to analyze the underlying aspects in a text is by employing Critical Discourse Analysis (CDA). Van Dijk (n.d.) states that 'CDA is an academic movement of a group of socially and politically committed scholars, or, more individually, a socially critical attitude of doing discourse studies.' He suggests that it is not a method of research, rather a discipline of studying discourse, which can be carried by a number of different methods. Eriyanto (2001) states that CDA relates to the study of language usage, where language is considered as representation of a particular subject, theme, as well as strategy. In relation to Fairclough's idea about CDA, Eriyanto (2001, pp.286-287) also mentions that CDA is not only about text analysis, but also about the relation of the text to the discursive practice and sociocultural practice, hence seeing that language is not neutral, in the sense that the person who uses the language is not neutral as well, for he is always influenced by the social and cultural forces surrounding him. Regarding ideology, Fairclough (2003) states that CDA is related to power relation and ideological effect; that is the effects of texts in inculcating and sustaining ideologies.

CDA is generally used as an approach to analyze language such as social texts. In this case, CDA is applied to analyze one aspect of narrative, which is the characterization in a fairy tale as a part of literary works. Moreover, through CDA, one can see the representation of certain things in a particular text, including the representation of characters. One may also see the attitudes of the authors towards the characters they represented in a text. These attitudes may reflect the ideology which influences the authors themselves.

### **1.2. Research Question**

The followings are the research questions of this study:

1. How are the characters in the two versions of a fairy tale entitled *Jack and the Beanstalk* represented?
2. What are the similarities and/or the differences in the characters representation in the two versions of *Jack and the Beanstalk*?
3. What ideologies are reflected in the characterization of *Jack and the Beanstalk*?

### **1.3. Objective**

The analysis in this study will have three objectives, namely:

1. To explain the representation of the characters in the two versions of a fairy tale entitled *Jack and the Beanstalk*.
2. To find out the similarities and/or differences in the characters representation in the two versions of *Jack and the Beanstalk*.

3. To reveal the ideologies reflected in the characterization of *Jack and the Beanstalk*.

#### 1.4. Significance of the Study

In general, not many people are aware of the influence of fairy tales in their life. People are introduced to fairy tales during various phases of their life, especially during childhood. Therefore, fairy tales are often associated with pleasure and are taken for granted because they are part of people's life, part of their childhood. It is also for this reason that fairy tales are commonly regarded as non-threatening. When in fact, like any other form of language use, fairy tales maybe representations of part of a whole.

Fairy tales may create patterns that are rooted deep in the unconscious and affect our way of thinking, attitudes, even ideology. For those who are aware of this, fairy tales can be a great media to propagate a certain ideology. The influence of fairy tales in people's life is not something we can underestimate.

Fairy tales are taken for granted possibly because people think anything can happen in fairy tales, including the most impossible ones. Yet fairy tales may not be all about lies, stories to amuse children; it may symbolize something. Therefore it is important for people to critically read fairy tales instead of taking them for granted. Critical analysis can help us give a better appreciation for fairy tales.

Moreover, fairy tales as part of literary works are also believed to have a significant role in education, especially in education for children. The use of literature approach is chosen by parents and teachers as an alternative to the use of textbooks.

One of the reasons is that because literature conveys information in a form that is easy to remember. Literature puts facts and figures into a story, giving them context, so that the information can be remembered easily.

### **1.5. Scope of the Study**

The tale *Jack and the Beanstalk* has many versions, but the ones that are analyzed in this study are the versions written by Joseph Jacobs and Andrew Lang. They are chosen because both authors were quite well-known in the field of fairy tales literature and because they represent two different nationalities, thus representing two different cultural backgrounds. The textual analysis of the two versions of the fairy tale aims to identify the characters representation as well as the ideologies represented in the characterization. The results of the analysis are compared to each other to see the differences and similarities between them.

### **1.6. Research Method**

The data collection technique employed in this study is purposive sampling. Samples that are taken from two versions of *Jack and the Beanstalk* are references of seven characters in the story. The texts are downloadable from the internet.

The approach to this study is qualitative method, since it deals more with the reasons governing the human behavior rather than with numbers. It is a comparative study, since there are two data to be compared here. The data analysis employs the analysis frameworks developed by Van Leeuwen (1996), which is the classification of social actors' representation, and the analysis consists of description stage,

interpretation stage and explanation stage. During the interpretation and explanation stages, the two versions of *Jack and the Beanstalk* are also compared to one another to see the similarities and differences in them.

Categorizing is employed in description stage to categorize characters in both versions of *Jack and the Beanstalk* based on the way they are presented in the story. Van Leeuwen developed ten categories for the representation of social actor, and here it is adapted for the presentation of character. The first category is inclusion and exclusion; that is whether the social actor is included or excluded in the text, and if he excluded, whether he is backgrounded, in which he can be referred to somewhere in the text, or suppressed, in which the social actor is not mentioned at all.

Where the social actor is included in the text, we shall then see his role allocation, namely whether he is activated or passivated in a sentence. Being activated means that the social actor is the actor in the processes; in other words, the one who does things and makes things happen. However if the social actor is passivated, he can be the one subjected or beneficialised, that is the one affected by the processes. The difference of being subjected and being beneficialised is that as the latter, the social actor gains some kind of advantage from the processes, while as the former, he is merely affected by the processes and does not necessarily result in good things.

The next category is genericisation and specification. Genericisation means that the social actor is represented as a part of the mass or group, and it is usually realized by the means of pluralizing or being mentioned after a definite or indefinite article. Specification means that the social actor is represented as an individual.

The fourth category is assimilation and individualization. Assimilation happens when social actors are represented as belonging in a group, while individualization happens when they are represented as single individuals. There are two kinds of assimilation: aggregation and collectivization. The former quantifies groups of participants, while the latter does not.

The fifth category is association and dissociation. Association happens when there are social actors that are mostly mentioned together but not as a group. Dissociation happens when they are no longer mentioned together.

The sixth one is indetermination and differentiation. Indetermination happens when social actors are represented as unspecified, anonymous individuals or groups, while differentiation happens when the identity of the social actors are specified.

The next one is nomination and categorization. Nomination happens when social actors are represented based on their unique identities, while categorization happens when they are represented based on a certain category. Categorization is then branched into functionalisation and identification. While functionalisation refers to the representation of social actors as what they do, for instance their jobs, identification refers to the representation of social actors as what they are, that is, seeing people based on their lineage, social class, sexual orientation, race, wealth, etc, or based on their relations with others, such as friend, co-worker, or various family relations.

The ninth category is impersonalisation and personalization. The former occurs when social actors are represented as having the quality of human beings, while the latter represents them as not having the quality.



Van Leeweun also mentions about overdetermination, that is when social actors are represented as participating, at the same time, in more than one social practice. He has further broken it down into four categories: inversion, symbolization, connotation, and distillation.

The results of the categorization method are then interpreted and explained while being compared to one another to see the similarities and differences both authors of *Jack and the Beanstalk* have in presenting their characters, and also their ideologies or way of thinking.

### **1.7. Organization of the Paper**

The paper of this study consists of five chapters. The first chapter provides an introduction; background, research questions, objectives, significance, scope of the study and research methods included. The second chapter consists of theoretical background which serves as the basis for investigating the problems of the study. The third chapter consists of the subject of the research, as well as the data collection and data procedures, explaining steps and procedures of the study. The fourth chapter deals with the data presentation as well as discussion. The fifth chapter provides the conclusion of the study and also suggestions.