

CHAPTER I

INTRODUCTION

This chapter provides general information about the research. This chapter gives the information about the background of the research problems, research questions, aims of the research, scope of the research, significance of the research, clarifications of terms, and the research structure.

1.1. Introduction

The rise of Arab Spring started to spread to major countries in the region of Islamic Middle East and North African (MENA) countries following the occurrence of Green and Jasmine movements in Iran and Tunisia. The movements were to dethrone the long-standing dictator and elites from their chairs for the establishment of democracy. They happened because the citizens did not have their voices heard. The Green and Jasmine movements were the milestones for the continuation of effort to establish democracy in MENA countries, where they were presided by the long-standing dictator and elites. Although they happened in different lands and cultures, what these countries have in common was the movement goal that was to have the democracy upheld where it was indicated by society's defiance, massive demonstration to streets, and movement calling for democracy (Shirazi, 2012). Most of the movements evoked the violence where the civil wars rage in these countries,

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not to mention the civil wars in Egypt and Syria had become the major attention for the world citizens.

The civil wars in MENA regions have become the attention for the world citizens because of the humanity's infringement. Western mass media vie for reporting the situations which happen there to disseminate information about the occurrence of the events to the world citizens. It means the mass media represent the events and the actors participated in their own manner. Such representation may contain ideologies which are hidden in the text. Critical Discourse Analysis is a handy study to delve and unmask mass media representation and its ideologies. Van Dijk (2001, in Machin and Mayr, 2012) describes CDA to be a study used to unravel implicit and hidden messages in a text. Western mass media produce news articles containing information about the occurrence of civil wars in MENA countries which are disseminated to the world citizens. Henceforth, Western mass media have indirectly shaped the world citizens' mindset about civil wars in MENA countries through the news articles produced. News articles are the communication tools to create the particular discourse. Van Leeuwen (2001, in Wodak and Meyer, 2001) defines discourse as manners of acknowledging some reality aspects which are socially constructed.

Western mass media play a significant role in shaping the world citizens' mindset about civil wars in MENA countries, thus they make them have leverage over the world citizens. Western mass media disseminate their ideology, such as democracy, to the news articles of civil wars in MENA countries. The problem is that they might have certain intentions in the manner they produce news articles, and such manner sometimes causes problems of objectivity. Entman (1989) explains that the

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occurrence of bias in the political press is the result of failure in acknowledging the interdependence of media, elites, and audiences.

This research investigates how the social actors in civil wars in Egypt and Syria (the samples of MENA countries) were represented in the online news from United Kingdom and United States. The representation was probed to unveil the ideologies behind such representation. The tools exerted in the analysis of representation are CDA (van Leeuwen, 2008) and Transitivity (Halliday and Matthiessen, 2004). Van Leeuwen's theories were used because the theories provided the classification of social actors in details. Meanwhile Transitivity was used because Transitivity was a supportive tool to conduct the analysis of social actors. Transitivity concerns the representation within clauses (Halliday and Matthiessen, 2004).

There are series of relevant research to this research, those are the political representation (Wenden2005; Dobson, 2007), and media discourse study (Shirazy, 2012). In political representation research, Wenden (2005) investigated the representational strategies Al Aqsaa Intifida in Al Jazeera's special reports. The research examined the recurring themes appearing in the reports by the use of theme and rheme analysis. Dobson (2007) examined the representational strategies of British political leaders' election manifestos in 1990s. The research analyzed the language use in British political leaders' manifestos which reflected political standing of theirs in each election. The research examined such manifestos by the use of textual analysis approach, intertextuality, metadiscourse, discourse representation (Fairclough, 1992), and presupposition. In a media discourse study, Shirazi (2012) examined the discourse which was created through the use of social media in Middle East and North Africa countries. The research investigated the role of social media in

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provoking the movements which happened in Middle East and North Africa countries. The research analyzed the arguments posted in various social media, such as Facebook, Twitter, blogs, and Youtube which provoked social action, social movements to oppose the dictatorship regime in Middle East and North Africa countries. The arguments posted were examined from its validation, namely comprehensibility, truth, legitimacy, sincerity.

Different from those research mentioned above, this research focuses on how the Egyptian and Syrian governments are represented in news online published by CNN and BBC. The research seeks to discover the ideologies behind the representation of social actors in civil wars in Egypt and Syria. To achieve such purposes, van Leeuwen's (2008) social actor classification and Halliday and Matthiessen's (2004) Transitivity were used in doing this research.

1.2. Research Questions

The problems of the research are formulated in the following questions:

1. How are the Egyptian and Syrian governments represented in BBC and CNN online news?
2. What are the ideologies behind the representation?

1.3. Aims of The Study

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The research aims to investigate how BBC and CNN represent the Egyptian and Syrian governments in the occurrence of civil wars in Egypt and Syria and unmask ideologies behind the representation. The research is addressed to those who are interested in representation studies of social actors.

1.4. Scope of The Study

The research focuses on the analysis of BBC and CNN's representation of the Egyptian and Syrian governments in civil wars in Egypt and Syria by using both CDA and Transitivity, therefore the intertextuality is exerted in the research. The analysis was conducted in two BBC and CNN text published in Internet on the year of 2013. News articles produced by them were analyzed to seek the ideologies behind the representation by using CDA proposed by van Leeuwen (2008) and Halliday and Matthiessen's (2004) Transitivity.

1.5. Significance of The Study

The research is designed to probe the representation of the Egyptian and Syrian governments in BBC and CNN. The research is expected to make contribution to the representation studies of social actor included in CDA research.

1.6. Clarification of Terms

To avoid the misconception and misunderstanding that might occur, there are some significant terms to be clarified:

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Representation

Fairclough (1992, as cited in Dobson, 2007) believes that representation refers to the construction of a discourse within particular text. People can examine a text from the way they characterize people, events, and actions.

CDA

Wodak and Mayr (2001) define CDA as a study delving the social phenomenon which is necessarily complex and therefore it needs a multi-disciplinary and multi-methodical approach.

Mass media

Mass media is a tool to spread the information to the people. Luhmann (2000) elaborates the notion of mass media. He suggests that mass media are the organizations which take advantages of technologies to establish communication.

1.7. Organization of Paper

The research is divided into five chapters. The chapter one gives the information about background of the research, research questions, aims of the study,

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clarification of terms, and organization of the paper. While, the chapter two provides the information about literature review exerted in doing the research, including the theory of representation proposed by van Leeuwen (2008), and Halliday and Matthiessen's (2004) Transitivity. Chapter three is about the research methodology. It provides the general framework, data collection, instruments, and steps to conduct analysis. Chapter four includes the analysis of research, findings, and discussion. The last chapter is about the conclusion of the research and suggestion for the impending research.

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