CHAPTER I
INTRODUCTION

This chapter presents introductory part of the research. It covers background of the research, research questions, aims of research, significance of the research, research methodology includes research design and site and subject of the research, data collection, clarification of the terms, and organization of the paper.

1.1 Background of the Research

People communicate in different ways. According to the scope of communication, the ways people communicate are divided into two; internal communication and external communication. Verghese (2012) defines internal communication as the communication within a group or an organization, for example communication between staff and manager from the same company. Meanwhile, external communication is communication between a group and society, for example publication, press release, and mass media (Rumanti, 2005).

Mass media, as an example of external communication, performs as social surveillance which presents objective information, which aims to supervisesociety (Lasswell& Wright, 1954 in Sendjadja, 2008). However, Holmes (2005) and Richardson (2007) state that information which includes representation in mass media has been an apparatus in reflecting the news agency's commodity. Furthermore, the representation in mass media can be clearly seen in hot news.

One of the current hot international issues is Syrian conflict. The conflict in Syria involved groups of Syrian people against President Assad and his supporters that had been going on since February 2011.This conflict had got much attention from international world and had recently invited several countries, for example United States of America, Rusia and Iran, to intervene. The intervention from those countries was reported in many international mass media, for example BBC (British Broadcasting Channel) International.

BBC International provides its Indonesian version named BBC Indonesia. However, the translation version of the news in BBC Indonesia might have different intension from the news in BBC International because the translation text in media might reflect the ideology of translators or editors (Martinovianto, 2012).The intention of translators or editors working at BBC International and BBC Indonesia in reporting Syrian conflict can be seen from the way they represented actors in Syrian conflict.

How social actors were represented in texts such as news media can be critically discussed and revealed from its sociocognition perspective, such as by the approach proposed by van Dijk (2009b). Van Dijk's sociocognition approach (Kuntoro, 2008) not only focuses on the text itself, but also considers the process behind the text production.

According to van Dijk (1980, 1998b, 2008, and2009b), Kintschand van Dijk (1978), sociocognition approach consists of three stages, namely text, sociocognition and context. In the stage of text, the analysis focuses on theme, structure and words. Furthermore, in sociocognition level, the analysis involves the cognition of local society or community, for example, the cognition of journalist and media worker. Then, analysis in context level concerns the setting of the news. The sociocognition and context analyses are used to find out the reason behind article production.

There are several studies which usedCDA in translation work, three of them are the studiesconducted by Ian Mason in Baker (2010), Isbuga-Erel (2008), and Bánhegyi (2009). The research conducted by Ian Mason in Baker (2010), which was about Mexican History and its translation revealed that the choice of words in translating the text reflected the ideology of translator. Moreover, Isbuga-Erel (2008) investigatedTurkish taboo translation about incest in literary text. This research asserted that lexical choices in translation work were adapted to the sociocognition of people in Turkey.Meanwhile, Bánhegyi (2009) investigated the superstructure in source text and target text. The source text was a politicalargumentative article in Hungarian and translated into English by two

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professional translators in opposite ideologies. By utilizing Hoey's (2001) Problem-Solution Model and van Dijk's notion of ideology (2003), the research revealed different result that there was no difference in superstructure of the three texts.

This present research investigates the representation of United States of America in Syrian conflict as evidenced in BBC International and BBC Indonesia. The research employs sociocognition theory as proposed by van Dijk (2009a & 2009b) and Systemic Functional Linguistics as proposed by Halliday (1994) as the tool of analysis.

1.2 Research Questions

This researchwas conducted to answer these following questions:

1) How does the text represent U.S. in Syrian conflictas evidenced in BBC International and BBC Indonesia?

2) How do the sociocognition and context of the news support the representation?

3) What does this representation signify?

1.3 Aims of the Research

This researchwas conducted to uncoverU.S. representation in Syrian conflict by analyzing the macrostructure, microstructure and superstructure of the news in BBC International and BBC Indonesia. Furthermore,the research analyzed the sociocognition and context of the news.The researchalso intended to seek the signification of the representation.

1.4 Significance of the Research

This researchcan contribute to Critical Discourse Analysis studies in translation work, especially in news discourse. Through this research, it is expected that people can be more sensitive in reading and criticizing the news in mass media.

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1.5 Research Methodology

1.5.1. ResearchDesign

This research employeda qualitative method since it consisted of text analysis, description and stating larger meaning of the findings (Gay, L.R., Mills, G.E. &Airasian, P., 2006).Sukmadinata (2009)also elaborates the characteristics of qualitative research which are natural, inductive, holistic, dynamic, neutral and self perception oriented.

1.5.2 Site and Subjects of the Research

The subjects of this research were five articles from BBC International and the five equivalent articles from BBC Indonesia. The articles which wereretrieved from BBC International were"Syria conflict: US condemns deadly Aleppo rocket strikes,""Syria crisis: Obama warns Assad over chemical weapons,""Syria conflict: John Kerry extends US aid to rebels,""US recognises Syria opposition coalition says Obama," and "Syria crisis: US decries Assad 'Western puppets' speech."

Then, the five equivalent articles retrieved from BBC Indonesia were"Obama peringatkan Assad tidakgunakansenjatakimia,""Bantuan AS untukoposisiSuriahditingkatkan,""Obama mengakuioposisiSuriah,""AS kecampidato Assad tentang 'boneka Barat'," and "AS kecamseranganke Aleppo Suriah."

1.5.3 Data Collection

The datawere in the form of words, phrases and clauseswhich were collected by critically selectingarticles about the U.S.involvement in Syrian conflict from BBC International. The next step was searching for five equivalent articles in BBC Indonesia.The articles from BBC International which had no

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equivalent articles to BBC International were then eliminated.The rest of them were retrieved in word format and grouped according to the language: English articles and Indonesian articles.

1.5.4 Data Analysis

The analysis involved three stages of sociocognition approach as proposed by van Dijk (2009a), namely text, sociocognition and context. In the level of text, the analysis consists of three sublevels: macrostructure, superstructure and microstructure. The macrostructure analysis utilized theme-rheme analysis proposed by Halliday (1994), the superstructure analysis employed news schemata proposed by van Dijk (1988, p.55), then the microstructure analysis employed transitivity analysis proposed by Halliday (1994) and lexicalization analysis of the text.

In the level of sociocognition, the analysis used social situation schemasas elaborated by van Dijk (2009b). The schemas consist of:
1. Environments, which is the setting or location around people.
2. Dimensions, which is the people's opinion made towards the settingof text
3. Goals, which is the purpose and consequence of doing the activity
4. Motivation and Decision making, which arethe concious reason of doing the activity

Then, in context level, the analysis focused on the setting of the news production. It involved intertextual analysis to uncover how the texts wereprocessed and constructedin society.Context analysis covered the chronological story behind Syrian conflict, the relation between BBC and the U.S., and the relation between BBC and the readers.

In conducting the research, these following steps had been taken:
1. Reading the texts critically;
2. Breaking down the texts into clauses;
3. Analyzing Macrostructure of the texts;
4. Analyzing Superstructure of the texts;

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5. Analyzing Microstructure of the texts;

6. Analyzing the sociocognition of the text;

7. Analyzing the context of the text;

8. Making conclusion based on the findings of previous steps to find the signification of U.S. representation from BBC International and BBC Indonesia;

1.6 Clarification of The Terms

To avoid misconception, there are some technical terms which have to be clarified here:

- Discourse

    Discourse is defined differently by different researchers and academic cultures (Wodak, 2006 in Wodak and Meyer, 2009). According to Merriam-Webster online dictionary (2013), discourse is a linguistic unit (spoken or written) which is larger than sentence. However, it is defined as the abstract realization of knowledge (Lemke, 1995 in Wodak and Meyer, 2009) or as a structured and systematic form of knowledge in terms of discourse – historical approach (van Dijk, 1998).

- Text

    According to Lemke (1995 in Wodak and Meyer, 2009), text is a part of discourse which is a concrete realization of abstract form of knowledge.

- Ideology

    Ideology, according to van Dijk (2009a) is a kind of shared belief like knowledge, attitudes, ideologies, norms and values. Van Dijk (2009a) also asserts that ideology as cognitive cannot be studied separately from society since cognitive concerns with social group. In other words, it is formed by particular society.

- Critical Discourse Analysis

    Critical Discourse Analysis is an analysis of discourse with critical thought to uncover relation between language use and socio-political context (Paltridge,

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2006). It can utilize several approaches, namelyFoucauldian CDA and Dispositive Analysis, van Diijk'sSociocognition, Discourse-Historical Approach by Wodak and Reisigl, van Leeuwen'sRecontextualization and Dialectical-Relational Approach by Fairclough.

- Systemic Functional Linguistics (SFL)

  SFL is an approach to linguistics to analyze the text in language function. The approach proposed by Halliday (1994) consists of the clause of message, exchange, representation, nominalization, etc.

1.7 Organization of the Paper

This research will be organized in several chapters, namely: *Introduction*: the background of the research, research questions, aims of the research, scope of the research, significance of the research, clarification of the terms, and organization of the paper; *Literature Review:*theoretical review that provides severalrelated literature for conducting the research; *Research Methodology*: the research methodology, discussing the steps and procedures of the research, and the data resources in conducting the research; *Findings and Discussion*: elaboration of findings and discussion of the research; and *Conclusion*: the interpretation toward the result of the research in a form of conclusion and suggestion in accordance with the research.