CHAPTER V

CONCLUSIONS AND SUGGESTIONS

The final chapter of this paper provides a summary and a conclusion regarding the findings and discussions of the analysis. In addition, it also includes suggestions for future researchers who may attempt to analyze data using the Discourse-Historical Approach.

5.1 Conclusions

This research investigates how PewDiePie or Felix Kjellberg is presented in various events by Vox. Based on the analysis, PewDiePie is portrayed as a popular and successful Youtuber who often incites controversy through his actions which are in line with the beliefs and agenda of the right-wing groups of the internet as seen through the nomination and predication strategies. In addition, the research also deals in the historical background regarding the subject.

According to the analysis, proper name, professional anthroponym, deixis, and membership categorization device are used as nomination strategies. The most frequent strategies to refer PewDiePie are proper name and professional anthroponym. At first, PewDiePie is presented as an individual dealing with controversial topics. However, as time passes, it changes into 'PewDiePie' which is his professional Youtube name.

Membership categorization device is used to stress the connections between him and various right-wing internet groups. By combining them with negative explicit predicates, PewDiePie is associated with harmful groups. At times, however, the linking process is not explicit. Vox uses repetition in the name of the groups to stress the connection without drawing a clear line between PewDiePie and them.

The research finds that there is a similar strategy appearing throughout the articles. Positive explicit predicates are used as an introductory to PewDiePie. By adding positive adjective such as 'star' or 'popular', PewDiePie is seen to be a successful Youtuber with notable achievements. However, the positive portrayal only acts as a bridge towards the next negative predication. As a result, it creates an

irony in which Vox has stated that the most popular individual is also the most controversial figure.

Intertextuality is also found in the articles. From article number one to five, they are linked together by restatements of PewDiePie's past actions. Moreover, Vox also put their disapproval or disagreements towards PewDiePie's humor in the five articles. In addition, Vox's concern in PewDiePie's success and influence on his subscribers occur in all articles. From warning the readers of the consequences of his use of humor to obscure messages, to the results of 'weaponized shitpost' that was carried by the Christchurch shooter.

5.2 Suggestions

There are several suggestions that need to be taken into account for future researches, especially ones that employ similar strategies. The first suggestion would be to employ other discursive strategies proposed in the Discourse-Historical Approach. As this research only employs nomination and predication strategies, it is advised to also include the remaining the other types of discursive strategies in order to yield a more profound result.

As this research only selects five news articles, future researchers should consider enlarging the quantities of the data. The articles included in this research are in the span of approximately three years. By adding larger amount of data, the results would be more critical as well as deeper. Moreover, it is advised to include even older articles to examine whether the representation of the subject in the specific media has shifted or not.