

CHAPTER 1

INTRODUCTION

This first chapter organizes an introduction to the study, and a number of underlying reasons in conducting the study. This chapter also incorporates limitation of the study, research method, data collection and analysis, and organization of the paper.

1.1 Background

Last year, American people kept themselves busy with their 2008 presidential election. The election will affect much for the U.S. public policy and also other nations. From many president candidates, only two of them go to the next battle for being a new 2008 U.S. president. They are Barack Obama (an Illinois Senator from Democrats) and John McCain (A senator from Texas and Bush's generation from Republicans).

Benedic Anderson, a well-known predictor of politics, assumed that Obama will win this election. In fact, the victory of Obama will affect the development of U.S. and other nations. It is because Obama is from the Democrats which is believed as a peace party and is more open to negotiation in domestic policy than the Republicans. Each candidate has a unique background and has his own popularity in the U.S. government.

To some extent, many people and medias criticize their speech and act. Medias make a pro-contra assumption of the two candidates which influences public opinions. So, the representations from several media texts and how the media use language in their cloumns can be explored linguistically by using CDA (Critical Discourse Analysis) approach.

In this term, people can see the news concerning on this issues are often politicized (aware or not) because they carry the power that reflects the interest of those who speak. Opinion from leaders, governments, editors, even public consumer, play a crucial role in shaping issues and in setting the boundaries of legitimate discourse. In other words, this issue is one of the central attributes that shows a different interpretation of conditions, facts, and events represented linguistically in favor of the readers. In this way, CDA helps to make clear the connection between the use of language and the exercise of power.

Related to studies on CDA, Agustianti (2006) has investigated about an issue in football world since football is a part of people's life style in her paper. It has to do with social event. Meanwhile, Boreham (2004), Burhanudin (1999), Mckenna and Waddel (2006), Narudin (2006), Rachmawati (2005), Sheyholislami (2000), and Sutanto (2005) primarily analyzed political media discourse in Indonesian policy. They analyzed the study by examining the texts from various newspapers, sources and different editor.

To some extent, the study explored the representations of Real Clear Politics texts and the "hidden meaning" represented linguistically in it concerning on the

issues by using CDA approach. It is an issue which has political and social events. The study took on two texts from one same editor in a news website.

Consequently, in this paper, the texts are used as the main source to do a CDA analysis. Editorial texts in newspapers is one of the media or analytical fields that can be used to make such a critical analysis in terms of textual interrogation toward any “hidden meanings” which are represented linguistically.

1.2 Reasons for Choosing the Topic

The topic of this research had to do with the 2008 U.S presidential election. It was chosen because the issue has sparked many controversy from international society including Indonesians.

The current issue highlighted the heated campaigns conducted by The Republicans and The Democrats. Each party tried to win the hearts of American voters.

From Democratic Party, there was Barack Obama, an Illionis Senator, as the presumptive nominee in the 2008 presidential election. He has an interesting background story and is the first African American to be a major party's presumptive nominee for President of the United States. John McCain, as the competitor, was a Republican nomination for the presumptive nominee in 2008 U.S presidential election. Debates between Obama and McCain were often held in public forums and in television.

What makes this issues interesting was that Obama and McCain's supporters reacted it overwhelmingly. It could be seen such as from a well-known predictor of politics from USA. He was Benedic Anderson. Benedic Anderson assumed that Obama would win this election. In fact, the victory of Obama would affect the devolpment of U.S. and others. It was because Obama was from Democrats which is believe as a peace party and is more open to negotiation in domestic policy than the Republicans.

Each candidate has a unique background and has his own popularity in U.S. government. It was the first time for America to have an African American candidate for American president candidate. Obama is a charismatic figure in public's hearts. In addition, news websites that report such issue tend to represent a pro and contra against Obama and McKein in a 2008 U.S presidential election. That is why the representation arouse the curiosity to investigate the topic.

As a final point, this issue was taken for the reason that it is worth to analyze by Critical Discourse Analysis (CDA) Framework.

1.3 Research Questions

Limiting the study, the research questions are formulated as follows:

1. What issues are depicted in 2008 U.S. presidential news?
2. What are the representations of Obama and McCain?

1.4 Aims of Study

Basically, this study is proposed to investigate the hidden ideologies that are implicitly written in the news websites based on the framework of Critical Discourse Analysis by using a process type of system (process analysis).

Given the above research questions, this research paper is aimed at the following:

1. To discover the issues in 2008 U.S. presidential news;
2. To reveal any hidden meaning or the representation of certain ideology presented linguistically in the news websites concerning the issues.

1.5 Research Method

This research paper deals with the textual analysis in the perspective of CDA. It is a critical analysis of symbolic and cultural production as encountered in different media texts and everyday life practices, the method is the descriptive one.

In this topic, the study draws on the CDA as a framework for the discussion of how political issues that was done by the couple in the news websites and what ideology is represented linguistically concerning on the issues. Stake (1978) noted “may be epistemologically in harmony with the reader’s experience” and thus, are more meaningful. In addition, it describes a phenomenon that is an important consideration not only from the researcher’s perspective, but also from the reader’s perspective as well. The patterns and values system, which are embedded in the language, also judge and produce all representation (Fowler 1996).

This data are analyzed by means of qualitative approach. One of the advantages of qualitative approach is that we can discover the result of the study in depth and get new perspectives as Strauss and Corbin (1990) remarked that the qualitative methods itself can be used to acknowledge people a better understanding of any phenomenon.

1.6 Sources of Data

This study was conducted by examining the contents of the website's articles that were downloaded from the internet: <http://www.realclearpolitics.com>. The two texts were written by a U.S. freelance writer, Gregory Scoblete.

1.7 Data Collection and Analysis

To collect and analyze the data the following steps were carried out:

1. Collecting the texts and data from websites and undertaking library research.
2. Finding relevant sources regarding to CDA (Critical Discourse Analysis) both those some contemporary theories or as any appropriate analytical method.
3. Analyzing the content by using CDA. The data is analyzed by using a process type of system analysis.
4. Investigating the ideologies of the text by using the CDA tools.

1.8 Organization of the Paper

This paper is presented into five chapters. Chapter 1 provides the background of the study, reasons for choosing the topic, statement of the problem, the aim of the study, research method, sources of data, data collection and analysis, and organization of the paper.

Chapter II provides the theoretical framework of the research. This chapter provides a description and some important concepts of discourse analysis. In addition, it discusses the definitions, approaches, and the characteristics of critical discourse analysis (CDA). It provides an explanation about the representation of ideology and power in discourse.

Chapter III discusses the research method covering the purposes of the study, an overview of the methodology, the object of the investigation, text process analysis, and data analysis.

Chapter IV presents some findings and discussion that illustrates the textual evidences from such raising media texts (news websites).

Chapter V describes about the conclusions and suggestions of the study.

The paper ends with references.