CHAPTER II

LITERATURE REVIEW

The role of the theory in a research is very important. The theory that researcher will apply in the research is like a puzzle which this chapter explains the existing puzzles by explaining the key term and all of available knowledge (Tracy, 2013:100). This is very clear if a researcher makes observations without using the theory, the result will be messy and unreliable. Therefore, by using theory, the problem that becomes the object of research will be easily solved in detail. Moreover, this chapter also discusses about related research review plus introducing objects in the data to be meticulously.

This research applies the theory of Critical Discourse Analysis (CDA) proposed by Teun A. van Dijk (2004) as a powerful tool in analyzing existing data. Besides the main theory, the researcher also uses another supporting theory of Systemic Functional Grammar (SFG) by M.A.K Halliday to assist find the research answers. The theory of CDA does not merely employ the data in the objects, but this theory leads to a more existing of the history and background. Therefore, Critical Discourse Analysis (CDA) will be able to interpret the underlying ideology, dominance, and issue of inequality that exist within the object. Because this research is included in a political speech closely related to socio-cognitive, the application of Critical Discourse Analysis (CDA) approach by Teun A. van Dijk (2004) to be the most appropriate theory to analyze the object.
B.1 Theoretical Framework

B.1.1 Critical Discourse Analysis of Teun A. van Dijk Model

Critical Discourse Analysis (CDA) is a branch of discourse analysis that focuses on inequality, social and power relations, and often times embedded in a political context. This interdisciplinary perspective can be employed to many area of discourse analysis. Thus, CDA is utilized in uncovering power relations and hidden ideologies in social context (Jensen et al, 2016: 8). The application of Teun A. van Dijk Critical Discourse Analysis (CDA) will analyze the key elements of someone position in culture and society. Teun A. van Dijk approach focuses more on socio-cognitive aspect where this theory explores the meaning of someone’s position and role within society. On the contrary, the other CDA approach namely Fairclough (1989, 1992, 1995) focuses on sociocultural approach, meanwhile Wodak (1996, 2001) proposed the Discourse-Historical approach. But, actually these approaches are closely related where have functions to find the ideology, analyzing inequality, power abuse and dominance (van Dijk, 2001).

The theory of Critical Discourse Analysis (CDA) by Teun A. van Dijk pays attention to all levels and dimensions of discourse, such as grammar, style, rhetoric, schematic organization, pragmatic strategies, and the interaction among others. CDA also not limited to the purely verbal approaches, but also pay attention to other semiotic dimensions such as pictures, film, sound,
music and gestures of communicative events. Those dimensions will be carried when we examine the role of discourse in society which focuses on relation of power, dominance and inequality (van Dijk, 1997). Therefore, the van Dijk CDA is responsible to determine the amount of contextual knowledge needed for interpretation, meaning that the understanding of discourse (Jensen et al, 2016:9)

B.1.1.1 Ideology in Cognition, Society and Discourse

The notion of ideology is widely being used in social sciences, politics, and in the mass media. Most people only recognize the widespread ideologies such as communism, socialism, liberalism, feminism and sexism, racism and antiracism, pacifism and militarism which are just parts and examples of ideology (van Dijk, 2004:6). There are still many ideologies that everyone has, as Destutt de Tracy in van Dijk (2004) states that:

Ideology is nothing less than a general science of ideas which leads to learn how people think, speak and argue. People can think, speak and then argue because they get their notion as their ideology based on their belief of something that is already known and learnt (van Dijk, 2004:8).

Learn and reveal the ideology of group members is not sufficient if only use the theory of ideology, but it takes other aspects involved which are Discourse, Cognition and Society. The broad label of Discourse consists of language use, text, talk, verbal interaction, and communication. Then, the label of Cognition covers of the mental aspects of ideologies, such as their nature as ideas or beliefs, their relations with opinions and knowledge, and
their status as socially shared representations. Meanwhile, the social, political, cultural, and historical aspects of ideologies, their group based nature, their role in the reproduction of, resistance against, dominance, will be observed under the broad label of Society (van Dijk, 2004:10).

**B.1.1.2 Ideology as Social Cognition**

We do not speak of individual language, but we speak a common language which is used by others. By using the same language with others, we do not have individual ideology, but the ideology we have will be in common with others ideology or members of group, because the ideology consists of shared, social beliefs, and not of personal opinion (van Dijk, 2004:11). We know that ideologies are the system of basic social beliefs which come from the understanding in daily life such as interaction within groups of people, reading books, watching television program, or learning about educational discourse. Yet, apparently we need to know what ideologies actually look like. Consequently, Teun A. van Dijk (2004:16) mentions two structures of ideology to bridge us in understanding the ideology:

**B.1.1.2.1. Propositional Format**

Proposition provides merely a convenient format. It becomes easier to speak or write about beliefs in some natural language because the proposition consists meanings that express a complete thought depends on utterances. Hence, what they speak can be true or false.
The general beliefs of ideologies can be represented by propositions such as “Men and women should have equal right”, or “All citizens have the right to elect their representatives” (van Dijk, 2004:16).

**B.1.1.2.2 The Organization of Ideologies**

These categories should be derived from the basic properties of the society which reflect the group life and identity. The categories of the ideology as follow:

- Membership criteria: Who does (not) belong?
- Typical activities: What do we do?
- Overall aims: What do we want? Why do we do it?
- Norms and values: What is good or bad for us?
- Position: What are the relationships with others?
- Resources: Who has access to our group resources?

These categories define what it means to feel a member of group, and feel as one group. This is it should be, due to an ideology in a sense is a form of self and other representation.

**B.1.1.3 Ideology in Society**

At one level of theoretical description ideologies are part of the minds of individual people, but at another level they are a joint representation, distributed over the minds of the members of a group, something they have
in common. Thus, ideologies become the important part in society because they are able to drive elements within it (van Dijk, 2004:30).

**B.1.1.3.1 Ideology and Social Interaction**

When we want to understand the emergence and functions of ideologies in society, we need to deal with many other aspects of social structure, one of them is how people interact each other. Yet, before we go to discuss about what is carried in one social interaction, we need to know the social aspects of ideologies which is defined both at the macro and the micro level of society as van Dijk (2004) explains:

At the micro-level one usually describes social actors, and the social interaction, between these actors in social situations. The macro level is more abstract: Here we talk about groups of social actors, institutions, organizations, who states or societies, and their relationships, such as those of power. Since ideologies are shared by a group they socially speaking belong to a macro level of description, whereas the individual opinions of social actor at a given moment would belong to the micro level of description (van Dijk 2004:31).

Most of social practices are imbued by ideologies. For example, Member of different ethnic or racial groups may manifest racist, antiracist ideologies. Class ideologies will affect many aspects of interactions between the rich and the poor. Then, people of different ages will often show ageist ideologies. In fine, people act as members of social groups, they bring to bear their ideologies in their actions and interaction. Therefore, men may discriminate against women, whites
against blacks and the rich against the poor. Moreover, ideologies also
can be expressed in the paraverbal activities that accompany talk, such
as in gestures, facial expressions, body posture and distance (van Dijk,
2004:31).

B.1.1.3.2 Groups
Talking about the macro-level of ideology, firstly need to know
about the notion of group. Social group defined in terms of membership
criteria (origin, appearance, language, religion, diplomas, or
membership card), typically activities, specific goals (teach students,
heals patients, bring the news), norms, and the group relations. All of
them based on the same awareness in one group which link to having
an ideology. This kind of organization is vital for the acquisition,
spreading, defense or inculcation of ideologies (van Dijk, 2004:33).

B.1.1.3.3 Ideological Institutions

The reproduction of ideologies is clearly not only requiring one
person, but group of people who have the same goal and shared
attitudes, values and principles. Hence, we need to take a look the group
organization as well as institutionalization which have a crucial role in
shaping the ideologies. The ideologies that the institution has certainly
relate to the discourse which the produce. For instance, the ideology of
news reporting is not only limited to content and style of news reports,
but imbues all aspects of news gathering, attending to source, interaction with other journalists and the other activity of organization. Consequently, these activities in making daily news in the newspaper or on television are based on ideologies and fundamentally influenced by social actors participating in social groups (van Dijk, 2004:34).

B.1.1.3.4 Ideology, Power, Access and Discourse

As we have seen, ideologies are developed because they organize social representations which indirectly control social practices in general, and discourse in particular. The obvious social function of ideologies is they can drive and facilitate the action, interaction and cooperation of group members. Hence, ideologies are often defined in term of the legitimization of dominance, such as the ruling class, or by various elite groups and organization. Alongside with dominance, there is a power which defined as the control of one group over another group (van Dijk, 2004:35). Social power defined as a form of control of one group by another or many group. This power is extended to the action and the mind of dominant group to control the situation. It emerged by social resources such as wealth, income, a good job, position, status, knowledge and education. Moreover, the elite groups have control and the people are in the institutional position. This control consists of control of “calling” who may participate in the event and in what role. Discursive control may apply to all levels and dimensions of text and talk.
such as language variants, genres, topic, rhetorical figures, organization, coherence, politeness and etc.

1.1.4 Ideological Discourse Structure

This ideological structure leads how the ideology affect the other mental structures that are involved in the production and understanding of discourse and how ideologies function in society (van Dijk, 2004). Basically, the overall strategy of most ideological discourse is a very general one:

*Say positive things about Us*

*Say negative things about Them*

Since the strategy is too absolute and too general, van Dik (2004) modifies the four principles as follows:

*Emphasize positive things about Us.*

*Emphasize negative things about Them.*

*De-emphasize negative things about Us.*

*De-emphasize positive things about Them.*

This four of possibilities form a conceptual square which may be called the *ideological square.*
1.1.4.1 Meaning

1.1.4.1.1 Topics

Topic can be represented by a proposition or a single word. They typically are the information that is best recalled of a discourse and concretely formulated in the text itself. If we want to emphasize our good things or their bad things, we have to topicalize such information and vice versa (van Dijk, 2004: 45). Mostly the prefer topics are difference, deviance, transgression, and threat.

1.1.4.1.2 Level of Description. Degree of Detail

After the topic has been found, the language users will elaborate it becomes one discourse which has much explanations. This level of description gives many of few details about an event, or to describe it at a rather abstract, general level, or at the level specifics (van Dijk, 2004:46).

1.1.4.1.3 Implication and Presupposition

When the language users convey about the topic, they will give any advocacy to the good things of language users or the bad things to the opponent. This advocacy can be called as implication. They imply to any case to support their argumentation. Thus, all propositions that appear but not in the discourse may thus be called the implied meaning of a discourse. Then there is an action to presuppose information that is not generally true, but it depends to people who get it and the situation (van Dijk, 2004:47).
1.1.4.1.4 Local Coherence

The meaning of the sentence of a discourse must be related each other, due to coherence is ideologically controlled which reflected where it is based and it comes from.

1.1.4.1.5 Synonymy, Paraphrase and Comparison

Synonym emerges in different shape or word, but the meaning will be same if it is drawn the line. Thus, the strict synonymy does not exist, and paraphrases are typically expressions that have more or less the same meaning and are usually formulated in different words (van Dijk, 2004:49). Moreover, the comparison will be talked when there is a prominent difference such as in racist talk, the speaker can explain about the characteristics of both group in different race.

1.1.4.1.6 Contrast

A contrast usually appears when there is a conflict between two or more parties. Therefore, a form of polarization that is semantically implemented by contrast and seen there is a comparison between Us and Them (van Dijk, 2004: 49).

1.1.4.1.6 Examples and Illustrations

In discourse there is the examples and illustrations in the form of stories about Our good deeds and Their bad behavior. This examples and illustration has function to strengthen the argumentation of each party.
1.1.4.1.7 Disclaimers and Counterfactuals

Disclaimers can be seen when the speaker used the positive self-presentation in order to avoid the recipients have negative opinion about them (van Dijk, 2004: 50). For instance, a speaker says "I have nothing against X, but........... From this point, the speaker descends to give the suppression that the speaker has something special. Meanwhile, the counterfactuals will be seen when the speaker gives the hypothetic such as “what would happen, if......” (van Dijk, 2004: 66).

1.1.4.1.8 Propositional Structures

This proposition appears in a sentence where there are one or two existing propositions. Van Dijk (2004) also calls the propositional as the Predicate structure (argument, argument, argument...). Even though, those things that express has not been yet true or false, but it expresses the thought of the speaker.

1.1.4.1.9 Actors

There are various actor roles since the ideological discourse is about Us and Them such as agents, patients, or beneficiary, collectively or individually as in group (we) or out group (they).

1.1.4.1.10 Modality

Propositions may be modified by modalities such as “it is necessary that”, “it is possible that”, etc. This modality functions to strengthen the notion, so the audience engage in trust.
1.1.4.1.11 Evidentiality

This evidence will be delivered when speakers express a belief, they are often expected to provide some proof for their beliefs such as by stating that “I have seen it with my own eyes” (van Dijk, 2004: 52).

1.1.4.1.12 Hedging and Vagueness

We hedge or be vague when we do not know a precise answer to a question. Vagueness implies mitigation, euphemism, and indirectly also a denial (van Dijk, 2004:52).

1.1.4.1.13 Categorization and Victimization

People tend to categorize people based on where they come from, race, gender, etc. Other examples such as immigrants, refugees. A group will categorize and distinguish the people in positive or negative characteristic. It also happens to victimization when people get a loss.

1.1.4.1.14 Empathy and Humanitarianism

People tend to express about their feeling when there is such an incident engulf the victims, this expression signs about their empathy and willingness to assist any people who need help.

1.1.4.2 Formal Structure

Underlying ideology also affect the various formal structure of text and talk such as the form of clause and sentence, the form of an argument, the order of a news story, and the size of a headline. For instance, in English and Spanish, the article always precedes the noun: a table, the table, una mesa, la
This is true independent of context, and hence independent of speaker, and hence independent of groups and ideolo
gies. This means that article placement generally is not the kind of structure one would study in an ideological analysis (van Dijk, 2004:54).

1.1.4.3 Discourse Forms

The conventional categories of Headline, Title, or Summary are typically realized at the beginning and tend to be the most important meaning. Reversely, Summary, Conclusion, Recommendation as the important information come last. In addition, sentences which assume the positive things about us and negative things about them typically appear up front, on the contrary the meaning that convey about our bad image typically appear at the and (van Dijk, 2004: 55).

1.1.4.4 Argumentation

The argumentation consists of explanation of openness and honestly, reasonableness, and fallacy. The content of an argumentation may depend on our ideologies, and a good or bad argumentation is rather something that varies with individual speakers than with group membership. Therefore, an experienced politician, scholar, journalist, lawyer or teacher probably is more experienced in good argumentation, because they are able to give any explanation in a good word arrangement. Moreover, sometimes when the speaker gives the wrong news, and the audience does not agree, it is called as fallacy.
1.1.4.5 Rhetoric

It will focus on figures of style by using language effectively to please and persuade that can be deployed to emphasize our good things and their bad things, and vice versa for our bad things and their good things, such as hyperbolas, euphemisms, and dramatization which exaggerate the issue to influence the audience. To know what ideological implications such figures of style have, we again need to examine the meanings they organize (van Dijk, 2004:59). In addition, the way that speaker speaks will give a signs of the ideology, for instance the speaker gives the explanation like a poem which use the repetition word or clause.

B.1.2 Halliday’s Systemic Functional Grammar

Wang (2010) considers that Halliday’s Systemic Functional Grammar is the main foundation of Critical Discourse Analysis as well as other theories in pragmatics. SFG has two components namely Systemic Grammar aims to explain the internal relation in language while Functional Grammar aims to reveal that language is a means of social interaction based on the position (Hu Zhuanglin in Wang, 2010). Halliday divides three logically ordered phrases: Analysis, Interpretation and Evaluation. His idea of meta-function includes the ideational function, the interpersonal function and textual function. This function is represented by the transitivity which expresses what is happening, what is being done, what is felt (Cheng Yumin in Wang, 2010).
B.1.2.1 Ideational Function

It is the function that the speaker or writer embodies his experience in language of the real phenomena and includes the internal world of his own consciousness (Halliday in Wang, 2010). The transitivity includes six processes:

B.1.2.1.1 Material Process

It is the process related to something is done. This process expressed by an action verb (e.g do, make, give), an Actor as subject and the Goal as the logical direct object. Example: Tom gives the ball.

B.1.2.1.2 Mental Process

This processes express such mental phenomena as perception (see, look), reaction (like, please) and cognition (know, believe). It consists two participants, Senser and Phenomenon (Hu Zhuanglin in Wang, 2010).

B.1.2.1.3 Relational Process

According to Hu Zhuanglin in Wang (2010), there are two types, Attributive which expresses what type it belongs to, such as The temperature is high while Identifying expresses the identical properties of two entities such Dona is a girl.
B.1.2.1.4 Verbal Process

It is commonly oral or spoken activity. This process consists of Sayer as the speaker, Verbal as the action verb (say, tell, talk, boast), Verbiage as the information transferred and Receiver.

B.1.2.1.5 Behavioral Process

It refers to psychological behavior such as laughing, crying, dreaming, etc. generally there is only one participant called Behaver which is often a human (Hu Zhuanglin in Wang, 2010). This process is like the combination between material and mental process.

B.1.2.1.6 Existential Process

It represents that something exists or happens. In every existential process, there is an Existent. Example: There is a guy (Wang, 2010).

B.1.2.2 Interpersonal Function

Huang Zhuanglin in Wang (2010) points out that the interpersonal function embodies all uses of language to express social and personal relations. This function consists of Modality which refers to the ranges between the extreme positive and negative. Except modal verbs, modal adverbs, there are also personal pronoun, tense, direct and indirect speech (Wang, 2010).
B.1.2.3 Textual Function

According to Hu Zhuanglin in Wang (2010) states that the textual function refers to the fact of language which has mechanisms to make any stretch of spoken or written discourse into a coherent and unified text and make a living passage different from random list of sentence. This function should have the language relevantly and using it in the real context.

B.2 Review of Related Research

Research using Critical Discourse Analysis (CDA) theory has been worked by many researchers. However, there are still many aspects that can be observed using CDA approach to the object related to ideology, dominance, power abuse, and equality. Since this research is about the comparative speech of Michelle Obama and Melania Trump as American First Ladies, the researcher tries to find the researches which are closely related to this research, specifically American politics. One of the researches conducted using CDA theory relates to this research is “Critical Discourse Analysis in Donald Trump Presidential Campaign to Win American’s Heart” by Rachman and Yunianti in 2017. This research analyzes the Trump’s utterances when he was having a presidential campaign at 16th November, 2015. Rachman and Yunianti employ the CDA’s van Dijk theory in this research to analyze the utterance, the way Donald trump delivered his political discourse, and the effect of the utterance to the audience. Moreover, the result of the analysis shows the ideology of Donald Trump in gaining power in order to control and win the people’s heart.
Another research that also utilize the CDA approach is a research entitled “Critical Discourse Analysis of Barack Obama’s Speeches” which done by Junling Wang in 2010. Besides of this research is in the same field of CDA theory, the object being analyzed is Barack Obama, meanwhile in this research shows one of the objects is Michelle Obama. Thus, both researches will be very connected. In spite of the title in this research named CDA, but Wang only applies Halliday’s Systematic Functional Grammar in term of three metafunction, ideational function, interpersonal function and textual function. This research aims to explore the relationship among language, ideology and power of Barack Obama speech in order to find out the power of speech to persuade the nation.

After seeing both researches which observe the 44th President of United States, Barack Obama and the reigning President of the United States, Donald J. Trump in single speech, the researcher finds out the same way in using CDA theory that is “A Comparative Critical Discourse Analysis of Media Coverage between Opposing News Outlets during the Syrian Refugee Crisis” conducted by Luke Renwick in 2016. Even though the research does not investigate the speech, but through Renwick research, the researcher will learn how the CDA approach compared as being did in this research. Renwick utilizes Fairclough and Wodak’s (1996) theory to find the key and principle inside the news of media. He evaluates the content of the discourse in media qualitatively and quantitatively whether or not two supposed politically antithetical news outlets offer alternative perspectives on the emerging refugee crisis.