

## CHAPTER II

### LITERATURE REVIEW

The existence of theory in analysing problem is imperative. Besides, an analysis without theory will be uncontrolled. This makes sense because theory acts as a tool to break down data into several parts so that the analysis process runs well and produces good results. Furthermore, this chapter also discusses a review of research related to this research, and provides an introduction to the data object. That is, this section will show the significant value of this study compared to other research. Researchers will use the CDA theory proposed by Van Dijk as the scalpel in analysing the data.

#### **B.1 Introduction of Donald Trump**

Donald John Trump was born on June 14, 1946, in Queens, New York. He was an energetic, assertive child. Donald Trump is known as The Donald is the King of American bussiness, a character from television show, a writer, and chairman. In 2015, he turned his attention to politics. He announced his candidacy for president of the United States on the Republican ticket. On July 21, 2016, Trump accepted the presidential nomination at the Republican National Convention in Cleveland. He took office on January 20, as a 45th President of the United States. Four years later, Trump lost his bid for reelection to former vice president Joe Biden.

Donald Trump uses social media for share their ideas or his opinion. He used Twitter. Donald Trump frequently tweeted during the 2016 election campaign and as president, until his ban in the final days of his term. Trump tweeted around 57.000 times, including more than 25.000 times during his presidency. In the name of “public interest”, Trump’s twitter account remined unmoderated for most of his presidency. Trump often posted controversial and false statement on Twitter.

Donald Trump make several controversial tweets. Here are believed to be a controversial claim of Donald Trump in Twitter:

- Trump has repeatedly called that Covid-19 the “China Virus”.
- Trump said that caused a backlash when he insisted cases in the US were higher because testing rates were higher.
- Trump said that don’t be afraid of Covid because after he recovered from covid he feel better that he did 20 years ago.
- Trump said that, in the world of Donald Trump it’s patriotic to wear a face mask even when you’ve spent months denying it’s necessary.
- Trump has continued tweeting about one of his favorite topics from the 2016 election – voter fraud.
- Trump said that the Black Lives Matter movement was becoming a “symbol of hate” in a Twitter.
- Trump said that London Mayor Sadiq Khan a “stone cold closer”.
- Trump called that the media the “lamestream media full of fake news.”

## **B.2 Theoretical Framework**

### **B.2.1 Critical Discourse Analysis**

Critical discourse analysis (CDA) is a type of discourse analysis research that primarily studies the ways in which social power abuse, domination, and inequality are enforced reproduced, and challenge by texts and speech in social and political contexts. In such dissident research, critical discourse analysts take an explicit position, and thus want to understand, expose, and ultimately reject social inequality. CDA is a theory and method that analyzes the way individuals and institutions use language. Critical perspectives on discourse analysis, then, explore the relationship between language use and the social and political contexts in which it occurs.

CDA makes a significant contribution of methods for empirical studies relating to discussion and social and cultural development in different social domains. CDA is a social construction approach that believe that world representation is linguistic discursive, containing a historical meaning, and knowledge created through social interaction. This is also the reason why critical discourse analysis is multidisciplinary-its relationship with social science, politics and culture is inevitable (Widuna, 2018). The use of CDA in social science research has been highly valued in recent decades. However, critical discourse analysis is not a research method in the conventional sense because it does not consist of a series of procedural techniques. CDA is more than an approach used in social science research that seeks to identify

practical solutions to various social problems (Abdullah, 2014, Wodak & Meyer, 2001). CDA is not so much a direction, school, or specialization net to the many other approaches in discourse studies. Rather, it aims to offer a different mode or perspective of theorizing, analysis, and application throughout the whole field.

Critical research on discourse needs to satisfy a number of requirements in order to effectively realize its aim :

- As is often the case for more marginal research traditions, CDA research has to be “better” than other research in order to be accepted.
- It focused primarily on social problems and political issues, rather than on current paradigms and fashions.
- Empirically adequate critical analysis of social problems is usually multidisciplinary.
- Rather than merely describe discourse structures, it tries to explain them in terms of properties of social interaction and especially social structure.
- More specifically, CDA focuses on the ways discourse structures enact, confirm, legitimate, reproduce, or challenge relations of power and dominance in society.

## **B.2.2 Kinds of Critical Discourse Analysis Based on Van Dijk's Theory**

Van Dijk divided the discourse analysis into three dimension, there are the text dimension, the dimension of social cognition and the dimension of social context/practice. Van Dijk saw a text consisting of several structures or levels, which supported each other; macrostructure, superstructure, and microstructure (Eriyanto, 2015).

### **1. Macrostructure of the text**

#### **a. Thematic**

The main study in macrostructure is focused on observing thematic elements. In these thematic elements the global meaning of discourse is examined. Themes are ideas that generally describe the opinions or ideas expressed by someone. Theme show dominant, central, main ideas and important power transferred by the speakers. To find the theme of the text, the researchers needs to understand the whole text.

### **2. Microstructures of the text**

Under microstructures of discourse we understand in this section all those structures that are processed, or described, at the local or short-range level (words, phrases, clauses, sentences, and connections between sentences). In other words, microstructures are the actually and directly 'expressed' structures of the discourse. More detailed microstructures in the form of semantics, syntax, rhetoric. Semantics is the study of linguistics that discusses the meaning (lyon, 1971:1).

### **a. Syntaxes Styles**

Syntactic structures are analyzed categorially; that is, words and phrases combine to more complex structures according to the various syntactic categories to which they belong (Noun, Noun Phrase, etc.). This categorial analysis is hierarchical: Superordinate categories may be further analyzed into subordinate categories. Finally, these hierarchical syntactic structures are linked with the actual sequential (word-) order of the sentence, which is expressed by morphophonological structures. This strategy is showing positive and negatives other presentation. Syntaxes may also be used to politic manipulation by using sentence form, the use of active and passive sentence, coherence, and pronoun. Therefore, syntaxes are gathering words into clause or sentences. The use coherence makes the reader can understand the fact, idea and situation that is conveyed by the author. Coherence can be in form of specification, generalization, illustration or contrast with respect to previous proposition. Conjunction such 'and', 'but', 'nevertheless', 'therefore', 'instead of', 'because', and 'thus' resulted contrary meaning of the proposition (Alex Sobur, 2006).

## 1) Sentence Form

The analysis of sentences form divided into three parts of analysis that are persuasion, attribution and impression management discourse.

### a. Persuasion

Persuasion involves the use of argumentation to convince another person to perform an act or accept the point of view desired by the persuader. (Nippold, 2007). This type of discourse is different from narration or exposition, is directed to a specific audience, and is social. It is one of the most complex sophisticated language tasks that high-school students complete (ACARA, 2015). It is the type of discourse we engage in on a daily basis (politics, arguments,...). Persuasion plays a role in decision making and analyzing different opinions.

### b. Impression Management

Some impression-management research deals with the discursive antecedents, such as the presence of positive self-description, or the performance of kind verbal acts, such as greetings or self-disclosure (Schneider, 1981: 112). This phenomenon encountered in interviews about minorities and political debate. The speaker often expresses moderate views, for example by avoiding delicate issues, for instance by

withdrawing or changing the topic. However, a negative evaluation of the speaker does not always lead to less persuasion. This also depends on the social characteristics of the speaker. People who are more credible or powerful, for example, because of knowledge or status, may be more aggressive in defending their points of view than less impressive speakers.

c. Attribution

Attribution as a form of excuse is part of strategies of positive self-presentation such as in the analysis of conversation about minorities. The idea of attribution also can be noticed by negative perception and representation of another group of people. The way of doing attribution can be recognized through recall the past case that related to another group based on the speaker's knowledge and perspective. Many experiments are based on information about action and actors that is presented to experimental subjects in the form of discourse, for example, stories (Hewstone 1983: 22).

## 2) Cohesion

The concept of cohesion basically refers to the relationship of forms. Meaning, the discourse elements (words or sentences) used to arrange a discourse have a coherent and complete



connection. In other words, cohesion is included in the internal aspects of the structure of discourse. In this connection, Halliday (1976) suggests that research on the elements of cohesion becomes part of the study of formal aspects of language. Therefore, the organization and structure of discourse is also concentrated and syntactic-grammatical in nature. According to Moeliono (2004: 34), to get a good and complete discourse, the sentences must be cohesive. Only with such a cohesive like that, the element of discourse can be interpreted, according to its dependence on other elements. Cohesion allows the establishment of semantic relations between elements in the discourse. It means that cohesion is also a semantic organization, which refers to the linguistic linkages found in a speech that forms a discourse.

### **3) Pronoun**

Pronouns are used in place of nouns (Azar, 1999: 132). Pronoun is the use to manipulate language by creating imaginative community. The pronoun refers to the people itself, people as members of the community and has its implicit meaning in it. The pronouns are elements that can manipulate for example the use of the word "we" with "them" "we as a nation that wants peace for this country" the impression of the sentence is more friendly

and solid, "they as a nation that one wants peace for this country" said "They" give distance and sense of alien to the recipient of the info and will cause negative speculation or implicit meaning in the sentence.

## **b. Semantic Styles**

“Semantics is the study of meanings. The term is derived from Greek *semanen* (to signify or mean). It concerned with the relation between words or other symbols and objects or concepts to which they refer. As an empirical study of word meaning in existing language, semantics is a branch of linguistics” (American Encyclopedia : 536).

It is obvious that meaning plays a very important role in any situation of speech acts. Without meaning, all the utterances of a language are useless or without meaning there will be no language, or if a language is not intended to communicate meaning, there will be no interaction of thought as we do in daily life.

### **1. Background and Details**

Background refers to additional information from each perception speaker. The background can influence the meaning of the text. The background chosen by the speaker determines the tendency of the speech.

## **2. Presupposition**

The other device in microstructure is the use presupposition.

Presupposition is a condition found in the meaning of the sentence expressing the proposition.

### **c. Stylistic Style**

Stylistics refers to style changes during or written communication.

Stylistic analysis differs from linguistic analysis as the linguistics analyzes the word structures, phrase structures, clause structures and sentence structures, which are bases for stylistic text analysis.

Stylistic is an approach of textual interpretation in which the superiority of place is shown in language. According to Leech (1969)

“Style is a selection of linguistic; a sort medium of revolt against the norm; a repetition of linguistic forms. Style also defines the personality of person. Style shows the thought and ideas of a person. Leech views that the structure of words should be changed in order to get clarity in diction.”

### **d. Rhetoric Style**

The concept of rhetorical styles is often employed to describe a systematic variation within a particular genre of the texts. All pieces of writing have a different style based on three perspectives: individual writers, historical periods, and text genres (Biber & Conrad, 2016). From an individual point of view writer, rhetorical style is used

to describe writing strategies applied by different authors. On the other hand, the rhetorical style of historical period perspective is usually used to displays the writing strategies used in the point. Meanwhile, judging by the text genre, these rhetorical expressions are used to illustrate written organization is typical of each text genre. In other words, the rhetorical style used in a text is needed to describe the unique characteristic of various authors, different periods, and diverse genres to reflect individual aesthetic preferences.

### **3. Superstructure of the text**

#### **a. Schemata**

Superstructure is schematic form that organizes the global meaning of a text. Superstructure is conventionalized schemas that provide the global form for the macro structural content of a discourse. In other words, macrostructure deal with the content and superstructure with the form. Furthermore, superstructure is also defined by Eriyanto as: "Framework of the text, such as the introduction, the content, the conclusion and the conclusion." A discourse is usually produced by having a plot form the introduction to the end. The plot will indicate how the text structure establishes a meaning. As explained by Eriyanto: text or discourse generally have schema or groves from the introduction to the end.

The flow shows how the passages in the text are arranged and arranged to form a unified sense.

### **B.2.3 Social Cognitive**

Socially shared representation of societal arrangements, group and relations, as well as mental operations such as interpretation, thinking and arguing, (Farr and Moscovici, 1984; Fiske and Taylor, 1991; Wyer and Srull, 1984). Discourse, communication and (other) forms of action and interaction are monitored by social cognition (Van Dijk, 1989a). The same is true for our understanding of social events or of social institutions and power relations. Hence social cognitions mediate between micro- and macrolevels of society, between discourse and action, between the individual and the group. Although embodied in the minds of individuals, social cognitions are social because they are shared and presupposed by group members, monitor social action and interaction, and because they underlie the social and cultural organization of society as a whole (Resnick et al., 1991).

The stages of analysis Socio Cognitive approach of political speech are:

- Emotional attachment
- Mind control
- Mitigating evidence
- Glorification of the party and grasping audience
- Historical distortion

- Rhetoric art of speaking (persuasive strategies and the use of pronoun)
- Creating enemy images (negative)

### **B.3 Review of Related Research**

Research about CDA has been done by many researchers. In this research, the writer found some thesis and journal, but they have differences between this research such as subject of the research, the formulation of the research and the theory of the research.

Firstly, Siti Nur Rohmah, “Critical Discourse Analysis of Donald Trump Speeches” Universitas Islam Negeri Sunan Ampel Surabaya’s student (2018). In analyzing the data, the researcher only uses the Van Dijk theory that divides the CDA structure into macrostructure, microstructure and superstructure. The researcher restricted the investigation of political discourse that uttered by Donald Trump when he was positioned as the presidential candidate and as the president of the United States. The objectives of this research are to find the structure of CDA and explore the elements of Socio Cognitive in Donald J Trump speeches. The result, there are totally 64 expressions that were noticed as linguistics features from three chosen speeches of Donald Trump. The CDA structure reveals that Donald Trump consistently uses repetition and irony to involve the emotional attachment of the addressee by using the logical facts and emotional involvement.

Secondly, Achmad Khomarudin, "A Critical Discourse Analysis on Meaning Levels in Hillary Diane Rodham Clinton's Speech about Women" Maulana Malik Ibrahim State Islamic University, Malang (2014). This thesis examines the levels of meaning in Critical Discourse Analysis in the speech Hillary Diane Rodham Clinton's Speech about Women in the conference of World Summit in New York, United State of America. This study aims at (1) finding the hidden ideology Hillary Diane Rodham Clinton macrostructurally (global level of meaning), (2) meaning of words and propositions emphasized and controlled (local level of meaning), (3) and subtle of formal structures explicitly conveyed by her (pragmatic level of meaning). The descriptive qualitative design was used to analyze the data. The theory used is Teun A. van Dijk's Critical Discourse Analysis focused on the levels of meaning to help in analyzing the data. The findings show that the hidden ideology of Hillary, in influencing the audiences, was expressed and delivered by emphasizing the importance of liberal or even radical feminism for increasing a better life of human beings. Those three levels of Critical Discourse Analysis in investigating the meanings were eventually found in this research.

Thirdly, Fridolini, "Critical Discourse Analysis on United States Foreign Policy Towards Indonesia Through the President Barack Obama's Speech Using Three Levels of Text Analysis: Macrostructure, Superstructure, and Microstructure" Universitas Darma Persada (2015). This research focuses on textual analysis of the official transcript of President Barack Obama's speech at

University of Indonesia, published by the White House. The theory used in this research is Critical Discourse Analysis of Teun A. van Dijk. The concertation is only on the text analysis. Text analysis consists of multiple structures or levels that every part is supporting on another. Henceforth, there are three levels of the text analysis: macrostructure, superstructure and microstructure. the method is used in conducting this research is a method of qualitative which is a procedure of the research which produces the descriptive data in the form of written words or oral from people and the behavior can be watched closely.

