DISCOURSE IN MASS MEDIA: A STUDY OF CRITICAL ANALYSIS RESEARCH AGENDA

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Abstract

This article tries to review several main topics in research approaches on texts of mass media from a perspective of discourse analytical. It tries to sum up that multidisciplinary of Critical Discourse Analysis approach to research on discourse of mass media rescue tell hidden socio-political problems and agenda in several areas of language as social practice. The Examples of definiteresearch of CDA on mass media discourse are revised in terms of subjects of seeming popular and interest among practitioners such as language of globalization and neo-capitalism, racist discourse in news reporting and war news reporting.

Keyword: critical discourse analysis (CDA), critical discourse studies, mass media discourse, media text analysis, media research agenda

Introduction

Mass communication is a design of people communication use, in what way people talk to each other through verbal and also non-verbal implies, however which involves messages that basically distributed with a tool or media to achieve a big people quantities. According to Denis McQuail, "the term mass media indicates the entire systems within which messages are produced, selected, transmitted, received and responded to". Mass media are sources that bring mass communication and also nearly all research into the last is established on the principle that media have substantial effects on the businesses of people (McQuail, 1994).

Since the beginning, for obvious perspective about the issues regarding effects of mass media is beneficial to explicate mass media on communication

studies currently such as communication channels used to reach many people, including television, magazine, radio, films, billboards, books, recording and also internet. As soon as the new category of smart mass media, which comprise *smart TVs, smartphones, and tablets*. The previous three smart media categories mentioned are principally stand-alone computers can be used to communicate via tweets, blogs, text messages, email and other social media (Wimmer& Dominick, 2012).

In this article, writer purpose to revisit some main issues in approaches to research on texts of mass media from perspective of discourse analytical and also to give a fundamental along a framework of Critical Discourse Analysis (CDA) for mass media discourse analysis. Writer then examine number of parts in interest of critical research toward mass media discourse nearby and elsewhere.

1. Critical Media Analysis: Fundamental Framework

The term "discourse" is principally related with language use in context of social, especially among the dialectical relationship and language, the modality of main semioticand society, as soon as with the dialogic properties orinteractive in every time communication as social practice on the spoken or writtentypes (Fairclough, 1989; Fairclough&Wodak, 1997).

Even though Discourse also possibly involves a variety of modalities or resources of linguistic semiotic besides language instantiated together on mass media texts such as streaming video, multimedia texts, and so on (Kress & Van Leeuwen, 2001). Language is the extremely complex in the situated process of meaning-making "semiosis" on the context of social of discourse interpretation and production (Fairclough, 1989, Halliday&Matthiessen, 1994).

Simply, *Discourse* is the organization and creation of the segments of a language above as well as below the sentence. It is segments of language which may be bigger or smaller than a single sentence but the adduced meaning is always beyond the sentence (Matthews, 2005). And also, *Analysis* is the process of breaking down a something into its parts to learn what they do and how they relate to one another.

The word discourse was derived from a Latin word "discursus", which means either "written or spoken communication or debate". According to

Hamuddin, Budianto (2012) 'Discourse' is a complex and mammoth-like interpretation. Many previous studies mention the term discourse as very ambiguous since its introduction to modern science and the various broad interpretations of discourse. Also, it refers to speech pattern and how language, dialect, and acceptable statements are used in a particular community. Discourse as a subject of study looks at discourse among people who share the same speech conventions. Moreover, discourse refers to linguistics of language use as a way of understanding interactions in a social context, specifically the analysis of occurring connected speech or written discourse. Discourse analysis can be applied to any text, problem or situation.

Agreed with written or spoken word and the concept that stated in the previous paragraph, CDA was a discipline intended to inquiry the status, by analyzing, detecting, and also counteracting and resisting depictions of control abuse as conducted in public and private discourses. For a number of people, to be critical might indicate to be judgmental.

Widdowson argues that Critical Discourse Analysis (CDA) is critical on the sense that it has socio-political justification, moral appeal and liberal ideological positioning. And he agreesthat the CD anilyst observes issues that are relevant in areas other than the scholarly world and addresses how control is exercised though language. However, he strongly urges that CDAshould adopt a critical attitude towards its own purposes, methods and practices, be explicit in methodological procedures, which must be replicable, and apply consistent principles and systematic linguistic theory.In all, CDA should comprise systematic analysis of entire texts, co-texts and contextual relations.

Although Chilton has contributed many papers on discourse that have a social-critical intention, his (2005) paper is critical of CDA, maintaining that what CDA lacks is a cognitive theory of language that could show how discourse affects social cognition and vice versa. Cognitive frame theory, conceptual metaphor theory and blending theory can explain better than traditional CDA approaches (including SFG) why phenomena such as racism and prejudiced thought can occur.

Billig (2003) thinks that CDA has the crucial characteristics of a critical approach: The claim to be critical of the current social order and of the approaches which do not critique the current social order's domination patterns. He also recognizes the importance of CDA's claim that non-critical approaches prevail in the academic world, resulting in keeping existing power relations unchallenged; and he supports CDA's insistence that an interdisciplinary approach is needed.

In addition, the common principles of CDA which are shared between the socio-cognitive and the socio-critical approaches(Fairclough&Wodak, 1997) that are:

a. CDA statements social problems.

b. Power relations are discursive like constructed and performed through discourse.

c. Discourse formssociety and culture in dialect relation.

d. Discourse does ideological work and is not neutral.

e. Discourse is chronological and cannot beknown without context of historical.

f. The relation between society and text is facilitated through discourse.

g. Analyzing discourse is a process of explanatory and interpretative.

h. Discourse is a form of social action.

2. Research Agenda : Mass Media and Critical Discourse Analysis (CDA)

In recent years, with the controversy on globalization as "the basic frame of orientation when we attempt to explain new economic, political and cultural phenomena....(and) the deployment of Internet..., communication and media are qualified an important part in the change processes" (Harvard, 2003, pp.15-17). Moreover a brief replication on how the mass media networksavailable at the beginning of the paper affect people's lives will testify to a mass-mediated world and the appearance of the society network (Castells, 2000, 2011).

As written by Wodak and Busch (2004, pp.109111), on CDA, the media is a representation of the public cavity and can be studied as a place of social power and struggle, read in the mass media: "Language often appears only transparent.Media institutions often purport to be neutral, in that they provide

for public discourse, reflect unrelated circumstances, and give perceptions and arguments to newsmakers". Main issues that are assumed in the agenda including capitalism, racism, identity politics, sexism, anti-Semitism, nationalism, and also war reporting. Some areas of Critical Discourse Analysis (CDA) research opposite the mass media and linked examples are explained below.

a.   Language of New Capitalism

What is 'New Capitalism'? The capitalist system has a well-documented volume to sustain itself through main transformations. 'New Capitalism' refers to the new form of capitalism emerging from contemporary transformations. We canthink of these transformations as simultaneously a 're-structuring' and a 're-scaling' (Jessop, 2000). A 're-structuring', in the sense that there are shifts inrelations between different domains or fields of social life – most obviously,between the economic field and other fields (including the political, educationaland artistic fields), including a 'colonization' of other fields by the economic field.Witness what is happening to higher education. A 're-scaling', in the sense thatthere are modifications in relations between different scales of social life – between sociallife on a local scale (e.g. in small towns), a global scale, a regional scale (e.g. theEuropean Union) and a national scale. One widely noted aspect of these shiftingrelations is how immediately and deeply global processes affect local processesand vice versa – the changed nature of the global/local dialectic. This is one wayto understand what is generally referred to as 'globalization': not a simple replacement of, for instance, a national or local economic dynamic by a global one, but amodification in the relation among local economies, global and national. 'Globalization'actually is after all not new, it is a long-term process in which for case the age ofcolonization and imperial states was a substantial phase.

The importance of transformations as an item of research is obvious. There is asense in which language (and more largelysemiotic, including 'visual language')is becoming more salient andmore central in the New Capitalism than in earlierforms of capitalism. This is implicit for instance in descriptions of the NewCapitalism as 'information-based' or 'knowledge-', its subordination upon newcommunication technologies, the ever-increasing importance of 'brands'

and'branding' in the economic success of products, companies, nations and even individuals (Klein, 2000), and the associated salience of representations andimages in the media. Therefore, in so far as the re-scaling and restructuring of capitalism is knowledge led, it is also discourse led, for knowledge are circulated, consumed and produced as discourses (organizational, managerial, economic, political, educational and so forth). Additionally, discourses are dialectically materialized (Chouliaraki and Fairclough, 1999; Fairclough, 2001) in 'hardware'and 'software' of organizations, established as methods of acting and interacting, andinstructed (through a variation of processes including, example 'skills training') as methods of being, by way of identities. New methods of acting and interacting include new linguistic(and more mostly semiotic) forms – new genres; and new methods of being are partly semiotic – new styles. So that transformations of organizations (local government, workplaces, universities, etc.) below the pressure of re-scaling and restructuring are partly and significantly, transformations of semiotic and linguistic.

The special issue on 'Language in New Capitalism' goes to press at a time(December 2001) when the 'War on Terrorism', which followed the awful attacks on the Pentagon and the World Trade Center, is proceeding, in the form of aerial bombardment of Afghanistan. This is pertinent to the theme, in that it determines the pervasive and extensive effects of the contemporary international re-scaling and restructuring of capitalism in terms of what is often referred to as a new 'global order'. The theme of 'language in new capitalism' is not limited to the economic field, but it also covers the implications of economic transformation in other fields including education, culture, national politics, international security, and international relations.

Critical social research focuses on the issues, inequities, problems, dangers and possibilities which encounter people living within social order and particular economic, with a view to achievable and imaginable consequences which maximize freedom and social justice. As the social order and economic changes, so fix the problems and possibilities. The Language in New Capitalism research network purposes to focus critical language study and critical discourse analysis on semiotic phases of the social and economic transformations of our time.

b. Racist Discourse

Racist discourse is a form of discriminatory social practice that manifests itself in text, talk and communication. Together with other (non-verbal) discriminatory practices, racist discourse contributes to the reproduction of racism as a form of ethnic or "racial" domination. It does so typically by expressing, confirming or legitimating racist opinions, attitudes and ideologies of the dominant ethnic group. Although there are other racisms elsewhere in the world, the most prevalent and devastating form of racism has historically been European racism against non-European peoples, which will be the focus of this essay.

There are two major forms of racist discourse:

1) racist discourse directed at ethnically different Others;
2) racist discourse about ethnically different Others.

The first form of racist discourse is one of the many discriminatory ways that dominant group members verbally interact with members of dominated groups: ethnic minorities, immigrants, refugees, etc. They may do so blatantly by using derogatory slurs, insults, impolite forms of address, and other forms of discourse that explicitly express and enact superiority and lack of respect.

Since today such blatant forms of verbal discrimination are generally found to be "politically incorrect," much racist discourse directed at dominated ethnic group members tends to be-come more subtle and indirect. Thus, white speakers may refuse to yield the floor to minority speakers, interrupt them inappropriately, ignore the topics suggested by their interlocutors, focus on topics that imply negative properties of the

ethnic minority group to which the recipient belongs, speak too loudly, show a bored face, avoid eye contact, use a haughty intonation, and many other manifestations of lack of respect. Some of these verbal inequities are more generally a problem of multicultural communication; others are genuine expressions of racial or ethnic dominance of white speakers.

c. War Reporting

War reporting in the mass media also has been analyzed using the CDA method. An analysis of articles archived of US newspaper reporting anti-Gulf War

exceptions stated three frameworks of news understanding: Marginal Oddity, the Enemy Within, and Legitimate Controversy, as well as metaphors, argumentation strategies, themes, and also syntactical and lexical choices for each frame (Hackett & Zhao, 1994). However, an imperative aspect of the hidden agenda was the "treatment of different voices (utilitarian, moralist, radical) within the peace actions [which] was placed on the defensive in press discourse, required to protect its acceptability".

Certainly, designs of press discourse in the result of the Persian Gulf War (1901991) looked to supply broad perceptions into "America's `master narrative' of war, a history which had been threatened by the Vietnam experience" (Hackett & Zhao in Sathi Abdullah, Faiz (2013). To display how the state uses ordinary media to stimulate its own concerns, Kellner (1992) examined "a standard case of media manipulation" showed that the Bush administration had surreptitiously released disinformation to the media "to legitimate sending U.S. crowds and to organize public support for this action". In the following period of war, the media suited a channel for policy of U.S, "relieving those speeches seeking military solution to the conflict".

Overall, other than working with newspapers, online news reports and political cartoons that may be found on their journalistic pages, CDA work has distributed with networking sites and social media like Facebook (Eisenlauer, 2013), television and radio, as long as their related genres. Let's see, the example, Chouliaraki's (2004) analysis of television's recording on the September 11th assaults in New York. Additional, while the common focus of critical analysis is based on the study of linguistic features of mass media texts, and imaginings are preserved as "visual language" (Fairclough, 2001), often analyzed as if they were linguistic text (Jorgensen & Phillips, 2002), do in critical social semiotics has attended to clarify visual features via multimodal discourse analysis (Lemke, 2004;Machin&Mayr, 2012).

d. Discourse of Advertising

Advertising as a discourse "must first be recognized as paid non-personal communication forms used by identified sources through various media with

persuasive intent" (Rotzoll, 1985, p.94; emphases added). While advertisements are generally connected with the mass media of newspapers, magazines, television, etc., the public also encounters them on billboards, posters and in direct mail (Rotzoll, 1985), not to mention in recent times on the ubiquitous Internet web page.

Bhatia (2004) reports that advertisements as the "primary and most dominant form of promotional discourse" (p.89) are readily appropriated via the embedding/mixing of genres. For example, the South China Morning Post carries a special weekly product or service review called "Classified Plus", which in the mixed genre form such as "an advertorial or a blurb…has been deceptively used as a recommendation or a review, whereas in fact it is no different from an advertisement" (p.91). Bhatia proceeds to demonstrate how the rhetorical structure of written discourses such as "philanthropic fundraising" and "commercial advertising" may be analyzed side-by-side to reveal the appropriation of generic resources and elements of interdiscursivity in the latter type of discourse so that it deceptively resembles the former (pp.95-97). Appropriation of interdiscursive elements and the colonization of one discourse by another, result in hybridization and the construction of hybrid identities in advertisements (Benwell&Stokoe, 2006, p.115; see also Fairclough [1995, pp.10-12] for "conversalization, "marketization", and "commodification"). Benwell and Stokoe (2006) relate how advertisers in post-apartheid South Africa were quick in appropriating black emancipation discourses: "Fochini [fashion house]: You've won your freedom. Now use it. Get a Fochini's credit card today".

In the case of advertisements that employ multiple semiotic modalities including linguistics text to create a composite image of a preferred representation, Machin and Mayr (2012) advocate a social semiotics approach based on the pioneering work of Kress and van Leeuwen (2001). While Machin and Mayr (2012) note that "[h]ow much images can be described as working like language [the multimodal discourse analysts' claim] has been challenged", they show how Kress and van Leeuwen's analytical toolkit used together with CDA "does enhance our ability to describe more systematically what it is that we see" (p.8), taking the typical text plus image "Easyat-work fitness tips!" advertisement

in Cosmopolitan magazine targeting young female office workers who need "fitness tips for bikini body performance" (Machin&Mayr, 2012). The analysis shows that the image does not depict "a real woman at work", but rather "one that symbolizes a particular kind of lifestyle" to sell advertising space, and the magazine, while distracting "the reader from the absurdity of many of the tips provided".

e. Summary of Current/Future Research Areas

Wodak and Meyer (2009a) list six areas of concern in CDA that establish current critical research agenda together with research's examples that may be linked to socio-political and to the challenges issues in the media such as identity politics, governance, nationalism, racism, gender and globalization, and how these are planned on other issues at the local level. Several of the areas basically cover methodological issues while imposing to a lesser level on current interests, such as:

1) Effects of new media or genres and improved concepts of space and time;

2) Effects of the Knowledge-based Economy (KBE) on society and its recontextualization;

3) New phenomena in our political systems ascending from local or global developments;

4) Integrating cognitive science approaches into CDA to go outsideEurocentric and Western perspectives;

5) Relationships betweenhegemonic stories,complex historic processes and CDA approaches specifically in the context of individuality politics on all levels; and

6) Avoiding "cherry picking" using combined quantitative and qualitative approaches and via "retroductable [clear, explicit], self-reflective presentations of research (Wodak& Meyer, 2009a).

3. Conclusion

In the preceding section of this article, I have attempted to make CDA illustrations as a multidisciplinary approach to the Critical Analysis of mass

media discourse with specific reference to hidden socio-political agendas and issues like capitalism, racism, political identity, nationalism, sexism, anti-Semitism, and war reporting. The analysis here of the actual research focused using this approach is, of course, incomplete, however I think this could be the early roadmap for further exploration of the mass media's language, as it were, and its part in legitimizing unable power social and relations practices hegemonic. The illumination of social problems and problems in this approach can only allow deprived, marginalized and oppressed individuals and the social groups theyliving in.

As McGregor (2003) notes, the CDA "tries to illuminate the ways in which the dominant forces in society figure a variety of reality that maintenances their interests", and also to expose such practices "to support various victims of encourage and oppression them to change and resist their lives". That is important in understanding the broad role of mass media in the realities of people's lives..

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