Original Research Article

The Function of CDA in Media Discourse Studies
Indah Ayu Widuna
English Department, Faculty of Teacher Training and Education, Lancang Kuning University, Jl. Yos Sudarso KM.8, Umban Sari, Rumbai, Pekanbaru, Riau, Indonesia, 28266

Article history: Submitted: 6 December 2017; Accepted: 17 February; Published: 4 April 2018

ABSTRACT
Discussing the period of critical in discourse analysis, it has appeared at the end of 90's in the variety of analytical conceptual frameworks and approaches. This paper focuses to find out how Critical Discourse Analysis (CDA) that has an important role in the ideologies, in other side observing the power of media discourse studies. CDA is an interdisciplinary approach to investigate how and why the social interaction from critical view. This study reviewed ten journal articles for checking the ways and methods used CDA to invent the social phenomenon. It has been used to unmask many ideologies that have oppression to a group but keep giving the highest authority to a group that is positive images. While the social actors have their own ways of using CDA.

Keywords: CDA; media discourse; ideology; social actors


1. Introduction
Since the first time CDA came as the field of study around the 1990s, many researchers have given a contribution to this field through their own seminal work. The three most powerful researchers are Ruth Wodak, Teun Van Dijk, and Norman Fairclough. Each of these powerful researchers brought forward theories and methods of discourse analysis in different theoretical and approach frameworks. Van Dijk has contributed their journals and even several books related this field closely. Actually, the existence of Critical Discourse Studies has been found before critical analysis came which is known as Critical Discourse Analysis. It is an interdisciplinary approach that investigates questions like how and why the interaction in society created the textual structure. It will have many ways to point the power...
of society, both reproduction ideologies or even cultures based on its social context. CDA is "a type of discourse analysis research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in social and political contexts" (van Dijk, 2004, p. 352). It is not only designated for talking about a language but also the context which is related to the hegemonies, the power problems, and resistances. Mahboob and Paltridge (2013) said that comprehension the ways of the social actors who are doing treatment to an oppressed group is the crucial thing.

Applying CDA in the multidisciplinary field is not only analysis of text, but consists of various analyses and methods. It is "an interesting perspective to explore, especially when objectivity becomes the main topic" (Hamuddin, 2015). The interested of CDA is to analyze the social phenomena clearly and those need a multi-methodical approach (Wodak and Mayer 2009). Van Dijk confirmed that CDA is a proposition that investigates on political context, how power abuse, and inequality. However, Jorgensen and Philips (2002) thought CDA as a multi-disciplinary approach in analyzing the relation among discourse, social and cultural developments. Besides that, Fairclough (1995) assumed that the purpose of CDA is to "systematically explore the opaque relationship of casualty and determine between a) discursive practices, events, and texts, and b) wider social and cultural structures, relations and processes" (p.132).

Another promoter of CDA, it is a type of social practice applying the critical theories to the unclear relationship (Janks, 1997). Mention to the concept above, the critical theories of CDA will relate a language to power which reveals the characters of oppressors. Temporarily, Van Dijk (2003) declared that social structures influence how the mental representation of a social group. In this case, show up the essential point in a text or not may be influenced by the subject of a conversation. CDA is indicated as an interdisciplinary multi-methodical approach, it is not a discipline which is isolated by its own. Then facing the critical discourse studies term, CDA is more investigated arrangement of critical theory and application itself (Van Dijk 2009).

Wodak and Mayer (2009) and Van Dijk (2009) made the aims and principles of CDA that are engaged in reviewing CDA studies:

- CDA is not focused on theory or even a particular discipline but it is more focused on a problem like its applying presented to the society in laman's term.
- CDA explains unplanned opinion to describe the phenomenon in investigating and providing justification for why interpretations are more effective than others.
- As critical research, CDA is supposed as a social research that is consisted of the social problem, perceptive of human rights, power abuse such as racism, sexism, classism, and social inequality.
- Content of CDA concerns various theory, methods, and applications in serious problems that are not held in society.
- CDA is interested to open social inequality whereby investigates the dominant group in society who are pointed to discursive injustice.

The aims of this analysis are how to uncover CDA as a method of critical analysis which plays a crucial role in sorting out the hidden ideologies and giving attention to the power of media discourse studies. However, the specific aim is to investigate CDA approach to the related studies.

2. Theory and Approaches

This analysis puts forward the theories and approaches in the different term as uttered by Fairclough, Van Dijk, and Wodak. The sections will present a variety of social theories and terms applied to CDA which disconnect the various ideological ideas.

The theories of social discourse are included in linguistic usage. It is used to analyze the social and political events in society. Discourse is known as social practices that build up the power among various creatures. The fact, this consequence is appearance and ideological practice which present the power of discourse and indicate various perspectives from worldviews in society itself. Fairclough (1992) declared that "language use in society is a form of social practice rather than an individual activity" (p.63). This idea is connected to the occurrence of rules and ideologies in discourse. A social group which performs economic or even political activities may have purposes which are crucial to their social appliance and the content of these propositions have the lead and direct to the occurrence of ideology.

Based on the social theory of Fairclough (1992), he proclaimed 3 principles which are able to be said the appearance of social practice.

   Based on the social theory of Fairclough (1992), he proclaimed 3 principles which are able to be said the appearance of social practice.
1. Discourse is the composer. It gives contribution in forming and reflecting of social structures.

2. Social practices create a social identity and social connection in various creatures and classes in society.

3. Social practices involve knowledge systems and belief that show the identities, relations, and ideas as other functions of language.

Although like that, its importance is the relationship among social structures, social practices, events, and semiotics are included into a dialectical relationship (Fairclough, 2009). Based on this theory, Fairclough (1992) also has created three models in the dimensional form in CDA which consist of text, social practice, and discursive practice. These features are related to semiotics as analysis formed to clarify the existence of a phenomenon and show up the discursivity of discourse. Commonly, the dimension has three approach that has a purpose because it will be easy to understand if it is related to social context. The first dimension is text making text analysis that relates to linguistic and discursive practice. However, language has a variety of features that are difficult to analyze each of the features. So, Fairclough classified to divide linguistic features that are grammar, vocabulary, text structure and cohesion (Fairclough, 1992; Jorgensen and Phillips, 2002). Discursive practice is the process that how to produce, distribute, and consume a text which is formed by social practice.

Theory of ideology can be said as multidisciplinary that generally manages social group minds based on characteristics that are their identities, norms, goals, and positions. Besides that, ideology is a framework of consumption reviewing the cognitive ideology or even social factor in that process. Social cognition is a system of sociocultural knowledge in an exact group, culture, and its society itself. For example, how to present the term *us* versus *them* are related to positive and the negative belongings. The functions of cognition are to control attitudes, organize, and monitor of a social group. All of those terms are based on experiences of a person that is submitted as models. So, its model is the principal unit which controls the human attitudes.

Van Dijk influenced in formatting the ideology known as a conceptual square. Van Dijk (2000) gave explaining the term *us* and *them* in contextual as strategies deeply. It is about an individual's behaviors emphasizing as a group's behaviors. Moreover, there are two impacts produced that are the positive and negative impact. The term *us* refers to an individual's positive behaviors are a group's positive behaviors. Besides that, it also
emphasizes that nothing negative things to us. It is inversely in the term them, it confirms that all negative things refer to them and nothing positive things are able to aim at them. So, the point is the term us always submits as positive things while them submits as negative things.

Moreover, Wodak has a different side in her approach to discourse known as wodak's discourse-historical approach that investigated the political discourse but another side revealing ideologies in a language and discourse (Reisigl and Wodak, 2009). She investigated that critical text has many purposes that are to find the contradiction, dilemmas, paradoxes in the discourse-internal structures. Then, she also said that socio-diagnostic critical aims to identify the fact or persuasive things or unmask the characters who are doing the manipulation or discursive practice. The text can be said as a bridge or mediator the gap between its discourse and its ideology structures. The discourse used in the social phenomenon is realized as a genre, such as, through news, reports, political debates, speech and others (Reisigl and Wodak, 2009). Ideally, this approach is to open the relationship between a text and other texts or a discourse significantly to others in past and present. It follows procedures in which the certain topic of specific discourse is explored. Many questions will be used to analyze such as how objects, phenomenon, persons, processes to linguistically are. Then, the question asking characteristics, features, and qualities are related to social actors, events, objects, and processes.

As a result, this discourse-historical approach is abstract as it consists of complex concept and analytical procedures. It may be easy to a person who is well in the linguistic field but for others without linguistic knowledge may be strenuous.

3. Method

In doing the review, looking for the related study uses the electronic database search that is Academia.edu and Google Scholar. Academia.edu is a social networking that provides to share a document, monitor the effect or even follow a particular field. The document can be a thesis, journal, or other information are provided by adequate resources. Furthermore, Google Scholar is a service that provides the variety of subjects for students in the variety of format text. So, the keywords like critical discourse analysis and media discourse study were chosen to complete the research.

Based on the criterion, 25 related studies were downloaded from Academia.edu and 15 studies were downloaded from Google Scholar. But only 10 of them were selected
because their analysis was concrete to CDA approach that related to Fairclough, Van Dijk, and Wodak approach. Though Wodak's framework was the complex analytical procedure and rarely used in related studies, it kept included in this review to see the differences among them.

4. Findings and Discussion

CDA has been applied a lot of genres exploring the critical phenomenon that make the appearance of a certain ideology, domination, genders, relation and social classes. It makes the important aspect of life to show the power in public through media. Media is an instrument that has various ideologies is enforced in public and influence people's daily life. Moreover, the implicit connotation about ideology, discursivity, and even power have been investigated to open the mask of characters from many social leaders. It is found that the power is related to the action in controlling unpoweful participants. Commonly, when the controlling happens, powerless people will not comment or debate about politic issues. For instance, Zhang (2014) checked the American Newspaper The New York Times about the political news reports. It is about American and Iraq context which is utilizing Fairclough framework as in three-dimensional to examine the discursivity, context, interaction in revealing the different ideologies. The result exposed Bush administration has a positive ideology as he was categorized as friendly while Sadam Hussein is the Iraqi community leader was signed as an enemy that known as negative ideology. The further analysis pointed at the image of those countries showing many variations of ideologies. In another side, Iqbal, Danish, and Iqbal (2014b) observed the American ideology on Moslems in Time Magazine. The American said Moslems are ‘terrorists' that can be a danger for American. Time Magazine has presented many issues about Moslem community explored in negative ideologies. It shows Moslems are impolite, extreme, violent, and badness. So, the perspective gives the negativism of all Moslems around the world.

Another context but still the same study is investigating the idea and the power of company products that are marketed through advertisements. It manipulated consumers indirectly to believe the ideology used in those products. Vahid and Esmaei (2012) looked into Nivea as a beauty product representing ‘Goodbye Cellulite' as its ideology. It has a purpose that consumers will believe the product has trustworthy to disappear any form of cellulite. So, this ideology has the power to take women who have cellulite problems to
believe and use the product. As a result that words printed on that beauty product have manipulated consumers strongly. In a different study, Kaur, Arumugam, and Yunus (2013) surveyed the ideology in beauty products through advertisements too. Discourse in a beauty product is social process said as social practice. Linguistic is used in those advertisements reveals woman's perspective and ideology, or even shows the social status. Thus, ordinary women will be defeated by attractive women who have slim and fair skin. Through this, extraordinary women make an ideology that in a group is better than getting old fashioned.

Another approach that emphasizes bad and good portraying a positive belief or nothing bad or good as a negative is contributed by Van Dijk. Pasha (2011) observed Egyptian newspaper exactly in Islamic ideologies based on Van Dijk's ideological square. An example is the negative presentation "unofficial Brotherhood relationship". It explains that nothing good can be said by uttering unofficial. That word shows that Moslem is not accepted as a group and the activities can be said as illegal, dishonest, and criminal. So, all positive things done by Muslim brotherhood are negative things that cannot be received by people. Moreover, Poorebrahim and Zarei (2013) examined the ideology and language used to observe the image of Islam in the headlines of newspapers in America and Britain. It explains the misunderstanding how the subject is felt by the social world. Based on that, the headline "How Islam has been corrupted" refers that Islam is fraud, corruption and people must accept that belief. Consequently, Islam has forms of negative ideological representations that throw a bad sign to Moslem community.

One more, keep on news reports investigating ideological in the different side between the "The Los Angeles Times and Tehran Times" developing Van Dijk's framework: positive presentation about self and negative presentation to others Ahmadian dan Farahani (2014). In both newspapers are found limitless negative ideologies concerning derogatory terms against each other. As one example that was sent touching Iran is "a country which tries to develop a nuclear weapon". That phrase gives negative impact to the society caused that ideology as giving a threat. Hence, both ideologies between American-Iran have different power revealing their ideology each other and it shows which is the most powerful ideology will have positive presentation while less of power is signed as negative presentation.

Bilal et al. (2012) calculated that CDA helps to unmask the hidden ideologies played by social actors to close the eyes of society. As a simple example can be taken from TV talk show about political avoiding questions that are able to destroy images of political actors.
When the question comes out, they tend to ignore and to change the topic to another to switch attention of the audiences. Then, this is the way of politicians to cover their hidden ideologies and manipulate the conversation while the audience is blindfolded with their positive ideologies talked.

Similarly, Azad (2013) investigated news broadcasting in 20:20 related to ideological structures about the presidency of George Bush. In this case, as the former president of United States for 8 years, he is signed as criminal in 8 years. The point of this, as long as the presidency of George Bush can be seen as a dreadful, dishonest leader. His ideology made people to give a label appearing negative and always.

In the same way, Alo and Ajewolo-Orimogunje (2013) surveyed an ideology chosen in radio news introducing expressions of implicit ideological while authority is done. As example, ‘President Obasanjo has identified good governance as panacea for the country's economic ills'; this report came out in chosen news. This connotation believed that Nigeria has bad governance that makes the country has problems in the economy. For that reason, the existence of President Obasanjo is believed to solve or repair the economic problems. As the President, he has opportunity given by people to modify the current economic affairs and is viewed as hero who takes a change. So, positive images have been created by President Obasanjo to take people sympathy.

5. Conclusions

This literature has exposed that mass media play a crucial role in producing beliefs over the social context as it tends to ignore the others or misinterprets an event. Since CDA has got popularity to apply it in investigating interaction, social context, discursively text explaining the relationship between ideology and language. Nevertheless, the powerful people make the mass media as a tool to oppress people who are powerless. CDA is exactly the powerful tool in the building of text to learn ideology used in the context social itself. In short, social actors as a discourse analytical category are seen as the textual instantiations of models of the self and others, both individual and collective. However, it also can be impersonalized the actors as non-human entities as long engaged in particular actions through absolute quantifiers such as ‘every’ and ‘all’. 
Acknowledgments

I would like to deliver my gratitude to my supervisor and all lecturers in English Department, FKIP, Universitas Lancang Kuning who have given valuable contributions to this study. Furthermore, this study also would like to deliver its thanks to the Faculty which supported this study.

References


