

COURSE:

MULTIMODALITY IN LITERARY TEXT

Critical Discourse Analysis

Lecture 5

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Learning Objectives

1. CDA Model of Norman Fairclough
2. CDA Model of Teun A. Van Dijk
3. Research in CDA





CDA Model of Norman Fairclough

Fairclough focuses on language, ideology, and power.

CDA has 3 basics:

“it is relational, it is dialectical, and it is transdisciplinary.”

(Fairclough, 2013, 3)



Focuses on social relations rather than individual ones.

Discourse relations among people is about who communicates what to whom in what way in spoken or written communication. Discourse relations from people to things or text or vice versa is about the real communicative products such as articles, newspaper, dialogues, podcast, and speech. These products of communication produces languages, discourse and genres

Relational

(Fairclough, 2013, 3)

Dialectical relations are the relations between objects which are different from one to another but somehow, they cannot be separated (Fairclough, 2013, 4).

Relation works on “power and discourse.” Even though power and discourse are two different elements in the social process, they are interconnected. They influence each other. The complexities of power relationships are simplified in the way people talk about them.

Dialectical



So, what is CDA?

CDA is a transdisciplinary form (Fairclough, 2013, 4).

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Transdisciplinary

Interpretation and Representation

CDA falls into the basis of social constructivism, by realizing that not all interpretations would have the same impacts to the society.

Everyone has their own understanding in interpreting something through language as the world is constructed and represented in many different ways through language. These various interpretations are based on various factors including power dynamics and the nature of what is being understood.



CDA as Theory and Method

CDA is a transdisciplinary form meaning.

It is important to add as much theories and methodologies as possible that, of course, related to the object and subject of the research.





So, what is critical in CDA?

Critique looks at...

what is not working in a society, how could it be not working, and considers how to fix or improve.

Critique relies on values and ideas about what makes a 'good society' and 'good people' as it evaluates the current societies and potential ways to change them (Fairclough, 2015, 7).

Example: MBKM Program

Skripsi/ thesis is no longer mandatory

Many people talk about this: lecturers, students, university foundations and leaders, practitioners, etc. People express their own perspective based on their background knowledge. They criticize this regulation, some are in the pro side, some other are in the contra side, and there is also the ones in the between.



The crucial point about critique is that “it assesses what exist, what might exist, and what should exist on the basis of coherent set of values. In certain extent, it also highlights the gaps between what particularly societies claim to be what they are.”

Negative critiques focus on the problem while the positive critiques focus on the solution.

FAIRCLOUGH (2013, 7)

Language Power Ideology

Thompson stated that ideology is seen as a tool used to serve and maintain power by shaping how people perceive the world, act, interact, and form their identities which often contributes to the unequal power relations.

(Fairclough, 2013, 8)



There is big power in a discourse

Discourse has the potential to justify something or something to finally create certain interpretation or representation in the society. Interpretations affect the social life on how they emerge, are accepted, become dominant and are implemented in the society. This is where the ideology comes up as interpretations can be said to be ideological in maintaining the power relations. The ideology is questioning what events exist, how people act or react, what the effects of their actions, and etc.



Here is the summary of CDA's advantages:

1. It emphasizes the importance of interconnection between discourse and various elements in social interaction.
2. It asserts that analyzing discourse critically is an essential component of any critical examination of the society.
3. It offers a framework to identify which discourses (interpretation and explanations) carry ideological elements.
4. It portrays critical analysis as a form of discourse itself which is related with other elements of social life.

Fairclough (2013,12) suggested the following three characteristics of research which includes the critical discourse analysis approach:

1. The research is part of transdisciplinary analysis system between discourse and other elements of the social process.
2. The should also cover specific and systematic analysis of the text.
3. The research is not only descriptively elaborated, but also normatively.

02

**CDA Model of
Teun A. Van Dijk**

Van Dijk: power, social inequality and injustice.

Investigates how text and speech in social and political context can contribute and continue social power abuse and inequality. The ones who are interested to conduct CDA research should be able to comprehend, uncover, and ultimately confront the social inequality and injustice.

(van Dijk, 2015)



Fairclough and Wodak, main principles of CDA:

1. CDA deals with societal issues
2. Power dynamics are exposed through language and text
3. Language shapes and forms society and culture
4. Language serves the ideology work
5. Language consists of historical context
6. There is a connection between text and society
7. Analyzing language involves interpretation and explanation
8. Language serves as a type of social action

(van Dijk, 2015, 467)

2 key aspects of conceptual and theoretical framework of CDA:

**Micro and macro
societal gap**

Social power as control





Micro and macro societal gap

Micro: language use, discourse, verbal interaction, and communication

Macro: power, dominance, and inequality between social groups

(van Dijk, 2015, 468)

4 key aspects to bridge the micro-macro gap:



1.

Members and Group

2.

Actions and Processes

3.

Context and Social Structure

4.

Personal and Social Cognition

Social power = tool to control



Individuals or groups with more power are able to have more control to the acts and minds of the other groups with less power or powerless. On the other hand, the individuals and groups who has less power cannot take control of the more powerful ones because they do not have the authority to do so.



Text and speech can be influenced or even manipulated by individuals who have power.

03

Reserach in CDA

Research in CDA can cover various topics, such as:
gender inequality, racism, media studies, political
discourse, professional and institutional power

(Van Dijk, 2015, 475)

Gender Inequality

How the media portrays certain stereotype when publishing news about men and women.

Many news about cases of rape and sexual harassment in Indonesia focus on women who are the victims compared to men who are the perpetrators. Even the women's identities are revealed while the males are concealed.



Example:

“The woman on tank top was raped by a **stranger** in the middle of the night in Bekasi.”

“A middle-aged man who raped a **woman** in Bekasi was once arrested for a similar case.”



Racial Inequality

Stereotypes, prejudices, verbal derogations across various types of discourse, and media coverage

Racism is a complex system of social control produced by everyday discriminatory practices, including the way people communicate through discourses. This system is rooted in and also influences biased personal beliefs and shared social prejudices and ideologies related to racial issues. Symbolization and the parties who have control over public discourses, play an important role in the discursive reproduction of racism in the society (Van Dijk, 2015, 477).



Media Discourse

Systematic examination of the components that make up media discourse

This includes elements like vocabulary, sentence structure, subject matter, figurative language, logical flow, character portrayal, social roles, types of content, expression of certainty, underlying assumptions, persuasive techniques, reader engagement, common story frameworks, and the analysis of images using multiple modes, among many other structural aspects (Van Dijk, 2015, 477).



Example:

An incident of a fatal shooting by a white policeman over a black man that happened in 2022.

“white” media cover: do not uncover the policeman

“black” media cover: reveal the policeman



Political Discourse

Systematic examination of the components that make up media discourse

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Political Discourse

1. Michel Foucault
2. Norman Fairclough
3. Teun. A. Van Dijk
4. Ruth Wodak

Professional and Institutional Power

How the power dynamics work and play a role in the institutions and organizations in the society.

It is important to note that CDA has been applied to various social context where issues related to professional and institutional power, as well as their misuse, have been critically examined from the perspective of discourse analysis (Van Dijk, 2015, 478).



Example:

Marcoes L. in September 2023, wrote an article in Jakarta Post online entitled "Power Relations and The Hijab Discipline."

The article is criticizing the punishment imposed for not wearing the hijab at state junior high school in Lamongan, East Java, Indonesia. 19 female students were shaved and cut of the hair because they do not wear hijab as regulated by the school.



Thank you



Summary and Conclusion

1. CDA can be a theory and methodology.
2. CDA requires other related theories, approaches, or frameworks to produce a comprehensive research result.
3. Topic of research: gender inequality, racism, media studies, political discourse, professional and institutional power.
4. CDA point of view would focus more on the linguistic resources or the language.

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