
CRITICAL DISCOURSE ANALYSIS IN MEDIA STUDIES

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This research examines the field of discourse analysis which has popularity in the media field and communication studies. The research is focused on the application in 1990s in critical discourse analysis that is examining a variety of approaches it. The goal of the review research is to discover and to know the role of CDA in the hidden ideologies in media of discourse studies. There are ten article journals to clarify the methods, ways, and finding in which CDA has found in our phenomenon of social and in education. That was found a CDA has been applied whilst presenting a positive drawing for a group of people in their communication. At least ten years ago, 'discourse analysis' has become a contemporary term in linguistics. Hanks gave a statement, he has defined a discourse as "it is language-in-action, and investigating it requires attention to both language and to action". (Hanks, 1996) "Discourse studies" is a field of an interdisciplinary between linguistic, psychology, poetics and social sciences the focused on the analysis of discourse, the systematic theory and then various context. It has developed from similar problem and interest be an extension in these disciplines. So, with discourse studies will make relation to the basic similarity on discourse, object, forms in use of language and the communicative context. Besides, one of influence researcher is Teun Van Dijk as the author of "The Handbook of Discourse Analysis (1985)" and as a Dutch linguist is generally believed as the "founding father" from the contemporary of the study of discourse. Actually, "Discourse Studies" has already talked as a field of study in the 1970s. It has been developed until this period with many kinds and branch of it. As the explanation in "A Glossary of Literary Terms", from Harpham and Abrams tell that discourse is focused on language use in sentences and the interaction between speaker and auditor or writer and reader, in a certain situation.

Moreover, "DA provides a basic methodology to describes and analyze how the structure and content of the text encodes ideas and the relation among the ideas itself that are present in the text, systematically". (Hamuddin: 2012). Generally, Discourse analysis concerns on language use between a group of people. It will analyze based on the writing from many other to specify of usage. According to Colleen Cotter has given a statement that discourse has two key component of the news media, such as the news story and process when producing text. Accordingly, Fairclough's see on the language media analysis as "We need to analyze the media language as discourse, then the linguistic analysis of media should be part of the discourse analysis of media". (1995:16) Bell has stated about discourse is in electronic distribution for the future of written. (Bell, 2005: 45). So, "Discourse Analysis" is a field on applied linguistic that analyze the language use of the interaction with speaker and listener or writer and reader. There is one interdisciplinary of discourse analysis, called as Critical Discourse Analysis (CDA). CDA is an important field because there is an important aspect of textual

understanding is the identification of the topics of the discourse. Teun Van Dijk (1986: 4) has given a statement about what CDA is and the focusing of this field is start from choose the problem from suffer person or people and group, social problem that happen, and then analyze or examine who are responsible, have power and those who have the opportunity to solve such problem.

On the other hand, Horkheimer (he quoted in O'Neill, 1979) has said about CDA as drawing of political action consequences is the aspiration who have serious motive. Besides, Fairclough and Kress (1993) defined it too about CDA as the description and theorization of social process that rise to text production and structures and processes of social in group then, make meanings for the interaction with text. From this review research and literature, it was shown that Critical Discourse Analysis (CDA) has been popular in discourse studies field because the application CDA in this era is increased than 20 years in the past. The increasing studies have applied this field in investigating interaction, social context, and discursivity of text, in exploring the relationship between ideology and language, and analyzing what ideology is more dominant in CDA. However, in CDA, mass media play an important role. The mass media is one thing that supports the increasing number of CDA in this era and then as a vital role when applied the CDA in any contexts.

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