

Application of Critical Discourse Analysis in Media Discourse Studies

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ABSTRACT

The critical period in discourse analysis emerged between the late 1990s and early 2000s in the field of applied linguistics drawing upon a variety of analytical frameworks and approaches. The purpose of this review is to find out how CDA plays a vital role in unravelling the hidden ideologies while scrutinizing the presence of power in media discourse studies. This study reviewed fifteen journal articles to examine the ways and methods in which CDA has been used to discover the social phenomenon while revealing the authentic identity of the social actors. It was found that CDA has been utilised widely to unmask the ideologies which discriminate the oppressed group while presenting a positive image for the group with the highest authority.

Keywords: CDA; media discourse; ideology; power; social actors

INTRODUCTION

CDA has been around since the 1990s as the 3 most influential researchers Teun van Dijk, Ruth Wodak, and Norman Fairclough have made contribution to this field via seminal work. Each of these influential researchers laid out their different approaches and theoretical frameworks which are distinct from the theories and methods of discourse analysis. Van Dijk contributed his first seminal journal entitled *Discourse and Society* in 1990 followed by several books which are closely related to this field in the upcoming years. Critical Discourse Studies has emerged before the critical analysis of language came into existence which is commonly known as Critical Discourse Analysis (CDA). CDA is a branch of discourse analysis that goes beyond *how* and *why* discourse cumulatively contributes to the reproduction of macro-structures and highlights the traces of cultural and ideological meaning. The term ‘critical’ in discourse has been addressed in multiple ways which regards to the use of language and the reproduction of power in society. The criticality is designated specifically to the issue of power, hegemony and resistance in various fields of language. Mahboob and Paltridge (2013) proclaimed that it is crucial to examine the enactment of power and comprehend the means by which power is exercised by the domination group upon the oppressed.

Application of CDA in multidisciplinary field is unrefined to the analysis of text and talk (Van Dijk 2009) but, it comprises various analyses and methods (Wodak and Meyer 2009). CDA is an approach which is interested in analysing ‘social phenomena which are necessarily complex and thus require a multi-methodical approach (Wodak and Meyer 2009). Van Dijk (2003) asserted that CDA is a proposition which focuses on how power abuse, dominance and inequality are practiced in the discursivity of the social and political context. However, Jorgensen and Phillips (2002) perceived CDA as a multi-disciplinary approach to analyse the relation between ‘discourse and social and cultural developments’ in cross

cultural domains. In relation to this approach, Fairclough (1995) argued that the aim of CDA is to “systematically explore the opaque relationship of causality and determine between a) discursive practices, events, and texts, and b) wider social and cultural structures, relations and processes” (p.132). Another proponent of CDA, Janks (1997) viewed CDA as a form of social practice whereby critical theories are applied to analyse the opaque relationship. With reference to the notion above, CDA exercises the critical theories which inspects language in relation to power and struggle over power which in return reveals the identities of oppressors. Meanwhile, Van Dijk (2003) stated that CDA focuses on how a social group’s mental representation is influenced by social structures. In this event, the theme of a conversation may influence how people highlight the important information in a text or talk.

CDA is characterised as an interdisciplinary multi-methodical approach rather than an isolated discipline on its own. Van Dijk (2009) asserted that CDA is a combination of critical theory and application rather than a critical analysis which therefore leads to the term (critical discourse studies). Van Dijk (2009) and Wodak and Meyer (2009) sketched the aims and tenets of CDA which are employed in reviewing recent CDA studies:

- CDA is problem-oriented rather than focusing on theory or a particular discipline as its implications are explicitly presented in layman’s term to the society.
- CDA is an interdisciplinary as it involves various theory, methods and practical application in unbinding serious issues and problem in society.
- CDA is perceived as a social research as its critical research is concerned with social problems and the understanding of human rights, social inequality, power abuse in domains such as racism, classism, sexism, and etc.
- CDA is interested in unethical issues which investigates domination group of people whom are subjected to discursive injustice.
- CDA emphasises spontaneous assessment as the need to shed light on the phenomenon under investigation and to provide justification on why certain interpretations are effective than others.

The purpose of this review is to find out how CDA as a critical discourse analysis method plays a vital role in unravelling the hidden ideologies and scrutinise the presence of power in media discourse studies. The specific objective is to investigate the application of CDA approach in the related studies.

CDA THEORY AND APPROACHES

This review presents the different theories and approaches to CDA as articulated by Van Dijk, Fairclough, and Wodak. The sections below presents the various social theories and models used in CDA which unleash the various ideological notions.

SOCIAL THEORY OF DISCOURSE

The social theory of discourse is linguistically-oriented as it aims at analysing social and political event in society. In this theory, discourse is viewed as a social practice which establishes power between various entities. Apparently, this leads to the emergence of power and ideological practice in society which provide power in discourse and signifies various world views from different perspectives. Fairclough (1992) proclaimed that “language use in society is a form of social practice rather than an individual activity” (p.63). This notion is correlated to the occurrence of power and ideology in discourse. A social group that practices

either economic or political activity may contain propositions which are essential to their social practice and these propositions contain power and lead to the presence of ideology.

In the social theory of discourse, Fairclough (1992) proposed 3 principles which are regarded as social practice. First, discourse is both constitutive and constituted, discourse is said to contribute to the shaping and reflection of social structures. Second, social practice constructs the social identities and the social relationships between various entities and classes in society. Third, social practice contributes to the system of knowledge and belief as it leads to other functions of language such as identity, relational and ideational functions. Moreover, emphasis is on the dialectical relationship which comprises the relationship between social structure and social practice and event and semiotics (Fairclough, 2009). The dialectical practice manifested sees social practice and event as contradictory due to its complex relationship. As a whole, social theory of discourse is concerned with how discourse bonds with society while focusing on the interaction patterns between participants, social goals and types of social events.

In line with this theory, Fairclough (1992) has formulated a three-dimensional model in CDA which contains text, discursive practice and social practice. These aspects are linked to semiotics as interpretations are produced to explain the existence of certain phenomenon and highlight the discursivity of discourse. Generally, the three-dimensional framework aims at introducing principles which are challenging as these principles are best understood when the text is interconnected to the social context. The first dimension in the three-dimensional framework is the presence of text that makes textual analysis possible. Textual analysis is the analysis of linguistic features and discursive practice (Fairclough, 1992). As language comes with a package of various linguistic features, it becomes complex and technical to analyse each features. Therefore, Fairclough organised these linguistic features under four main categories which are vocabulary, grammar, cohesion, and text structure (Fairclough, 1992; Jorgensen and Phillips, 2002) as these features are linguistically recognised.

The relationship between texts and social practice is bridged by the discursive practice. Discursive practice is the production, distribution, and consumption of text in which the text is shaped by social practice (Jorgensen and Phillips, 2002) Texts are usually consumed differently according to the social context and its interpretation depends on the foci of the mode. An example which can be relevant to this particular content is the interpretation of a recipe. Literally, a recipe is known to contain description; however, it is unusual for a recipe to be read in a mode which is highly rhetorical or aesthetical.

THEORY OF IDEOLOGY

Theory of ideology is perceived as a multidisciplinary approach which is the fundamental framework for organizing multiple ideological concepts and consumptions. Ideologies usually control the thoughts of a social group which then represent the basic social characteristics of a group based on their identities, goals, norms, values, positions and resources (Van Dijk, 1995). In the respect of ideological consumption both cognitive and social factors are involved in this process. Van Dijk (1995) proclaimed that social cognition is a system with shared sociocultural knowledge by members of a specific group, society or culture. For instance, feminists share ideas or beliefs on principles such as abortion, positive actions and stereotypes by men.

Therefore, these principles leads to the emergence of *feminist* ideology. It is perceived that ideologies are acquired by members of a social group through *long-term process* and through other forms of *social information processing* (Van Dijk, 1995). An essential component in the ideological representation is the presence of the term *us* versus *them* (Van Dijk, 1995) The relation between these two components are significant as the term *us* is

associated with positive properties and *them* is associated with bad properties (Van Dijk, 1995). Cognitive functions are the basic form of ideological properties which organise, monitor and control attitudes of a social group. Every ideological representation is accompanied by *experiences* of a person which is referred as *models*. Van Dijk (1987) proclaimed that models represent personal experiences such as particular information about each event or action which is processed in short-term memory. In other words, models are parallel to cognitive functions as they observe the *thinking of a person* and personal knowledge that one possesses. Models are uniquely formed as they hold the ability to control experiences of a social actor (Van Dijk, 1995) as well as being influenced by the cognitive process of other member groups in society. In relation to this, it is perceived that models are the primary unit which control the various acts of human life as multiple ideologies are discovered.

VAN DIJK'S IDEOLOGICAL SQUARE

The theory of ideology presented above brings about the presence of Van Dijk's influential framework which is known as Van Dijk's ideological square or conceptual square. Van Dijk (2000) formulated four principles which enables subtle ideological analysis to express various ideological stances. The four principles are as follows:

- Emphasise positive things about Us
- Emphasise negative things about Them
- De-emphasise negative things about Us
- De-emphasise positive things about Them

These four moves play a vital role in a broader contextual strategy of positive self-presentation and negative other-presentation. Self-presentation discusses the individual's action as a member of a group while firmly expressing various ideological notions. Positive self-representation emphasises individuals' positive behaviour as in saying positive things about Us and saying negative things about Them. This positive stance is an abstract characteristic of group conflicts and as the interaction pattern opposes the other groups (Van Dijk, 2000). The negative other-presentation depicts that no negative saying should be directed to Us and no positive saying should be directed to Them (Van Dijk, 2000). This implies that the term Us always refers to positive saying and beliefs in a social context while, the term Them refers to negativity, condemnation and other negative stances.

VAN DIJK'S SOCIOCOGNITIVE APPROACH

CDA integrates the various linguistic theories and approaches in producing a social and discursive process to highlight the assumptions made by the more powerful on the less powerful. However, Van Dijk's socio-cognitive approach attempts to link cognitive theories and approaches with linguistics. Van Dijk proclaimed that critical discourse studies is a critical *perspective, position* or *attitude* within the multidisciplinary approach as it intends to shed light on covert ideologies in the social practice. He therefore proposed a triangulation of the interrelationship among *discourse, cognitive* and *society* (Van Dijk, 2009). This triangulation emphasises the cognitive phenomena which are connected to the discourse structure and ways in which social inequality, domination, and ideologies occur. In order to discover social representations, attitudes and ideologies of social actors, the connection between the structure of discourse and the structure of society should be viewed. Van Dijk (2009) pointed out that the white group domination leads to social inequality, racism and

domination in certain countries. Moreover, the top-down model in CDA is focused as discourse reveals the typical form of injustice in society.

WODAK'S DISCOURSE-HISTORICAL APPROACH

Wodak's Discourse-Historical Approach (DHA) is heavily influenced by critical theory from the Frankfurt School as it highlights the political discourse in society which is critical while revealing ideologies in language and discourse. Wodak presented three types of critique in DHA (Reisigl and Wodak, 2009) which disclose justification on why certain interpretation once it has been critiqued, seems valid and abstract. Her three types of critique are as follows:

1. Text or discourse-immanent critique aims at discovering inconsistencies, self-contradictions, paradoxes, and dilemmas in the text-internal or discourse-internal structures.
2. Sociodiagnostic critique aims at demystifying the manifest or latent persuasive or potentially manipulative character or discursive practices. Here, the analysts draw on their contextual knowledge and social theories as well as other rhetorical models from various disciplines to interpret the discursive events.
3. Future-related prospective critique seeks to contribute to the improvement of communication (for instance, by elaborating guidelines against sexist language use or by reducing 'language barriers' in hospitals, schools and so on).

Further research on this approach by Wodak and her team investigated *discourse*, *text*, and *genre* in which these three components are believed to be interconnected (Reisigl and Wodak, 2009) Texts are considered to be a part of discourse as it bridges the gap between discourse and ideological structures. It is perceived that discourse is not a closed unit of speech but it is an entity which is open to multiple interpretations and continuity. Text in discourse can be referred to as a *genre* and it is identified through the manipulation of discourse for a specific purpose (Reisigl and Wodak, 2009) The discourse used in a social phenomenon is realised through various genres, for instance, via political debates, news reports, speeches presented in a conference and so on.

The key strength of Wodak's work is the relationship between interdiscursivity and intertextual and discourse. Intertextual focuses on how texts are connected to other texts or discourse significantly to one another in past and present. Jorgensen and Phillip (2002) asserted that intertextuality is connected to interdiscursivity as all the communicative events which occur are related to earlier events. Meanwhile, interdiscursivity investigates how discourses are linked to one another in multiple ways and how it consequently relates to other form of discourse Jorgensen and Phillip (2002). Moreover, interdiscursivity is a combination of discourses and genres in a communicative function.

Ideally, text analysis in DHA follows the three-step analytical procedure in which a) the topic of specific discourse is identified, b) discursive strategies are investigated, and the linguistic means (Reisigl and Wodak, 2009) and the specific context-dependent linguistic realizations are examined. The following heuristic questions are used in DHA analysis:

- How are persons, objects, phenomena/events, processes and actions named and referred to linguistically?
- What characteristics, qualities and features are attributed to social actors, objects, phenomena/events and processes?
- What arguments are employed in the discourse in question?

- From what perspective are these nominations, attributions and arguments expressed?
- Are the respective utterances articulated overtly; are they intensified or mitigated?

As a result, Wodak's methodology in CDA is abstract as it comprises complex analytical procedures. The strength in DHA is that its analytical concepts are straightforward and comprehensible to a person who is well-versed in the field of linguistics but it may be strenuous for others with non-linguistic knowledge. The deficiency of this approach lies solely on its framework as it is enormously designed and it can be crucial to interpret the analysis or concept (Reisigl and Wodak, 2009).

METHODOLOGY OF REVIEW

In conducting the review, first, the, electronic database search was executed in the ProQuest Scholarly Journal database and Google Scholar. The ProQuest database was selected in searching for related studies for this review because it is a reputable database and it provides varied information which encompasses multiple authoritative sources. Most importantly, ProQuest was subscribed by the university to provide adequate resources for the students. Moreover, Google Scholar was used because it is a freely accessible and it indexes literature across an array of disciplines. In choosing related studies for the review, the search was confined to, a period of ten years from 2005 to 2015. Keywords such as *critical discourse analysis* and *media* were used to conduct the search.

Another criterion in selecting related studies for this review is based on the authenticity of the data. Initially, 30 related studies were downloaded from the ProQuest database and Google Scholar. Of these 30 studies, 14 studies were eliminated due to the absence of concrete theoretical framework. Only studies applying CDA approaches were included and reviewed. The 16 research studies were read thoroughly and the content was analysed according to major theoretical frameworks.

After analysing the content of the selected studies, the major frameworks employed in the studies were organised under three major themes. The first theme is concerned with the application of CDA using Fairclough's analytical framework, and the second and third themes are associated with the application of CDA using Van Dijk's framework. It has been noted that within the time frame of ten years, Wodak's theoretical framework in CDA was rarely utilised in related studies because of its complex analytical procedures.

The appendix shows a summary of research studies according to authors, year of publication, research objectives, methodology, sources of data and findings.

FINDINGS FROM THE REVIEW

Studies on political ideologies, power, and discursivity in discourse have been investigated as there is an implicit connotation in every word and power behind each word in unmasking the identity of a noble or horrendous character of a social leader. It is discovered that power is often associated with the act of controlling and constraining the contributions of the non-powerful participants in the society as this encounter usually takes place between the powerholder and the powerless. Literally, the powerless people are refrained from commenting or debating on political issues and the rationality of an event. It is perceived that ideology has the power to blind-fold non critical discourse analysts in various ways in imposing a belief. Moreover, it is perceived that the positive self-presentation and negative other-presentation strategies were frequently employed. The discriminatory group is portrayed as the negative

other-presentation as these groups are oppressed by the dominating group which possesses positive self-presentation.

The studies below are organised under three major themes which are related to Fairclough's analytical framework, Van Dijk's ideological square and sociocognitive approach. The analytical frameworks for each studies are determined by the researchers of the particular study.

APPLICATION OF FAIRCLOUGH'S ANALYTICAL FRAMEWORK

In the field of applied linguistics, CDA has been used enormously in various genres analysing the critical phenomena which leads to the emergence of a certain ideology, power relation and domination within a domain, inequality among races, genders, and social classes. It is perceived that the most crucial aspect where power and domination are exercised is in the life of the public through media. Media is an explicit domain and public is exposed to various ideologies which influence and blind-fold their mind as a certain ideology is enforced on them in their daily life. For example, Zhang (2014) examined the political news reports between the context of American and Iraq in the American Newspapers specifically *The New York Times* utilizing Fairclough's three-dimensional framework to investigate the discursivity of text, interactions and context in unmasking the different ideologies. Results revealed a positive ideology for the Bush administration as he was classified as *friendly* and a *liberator* while the Iraqi community leader Saddam Hussein was labelled as an *enemy* which portrayed a negative ideology. Further analysis revealed a biased image on both the countries thus portraying diverse ideological notions. Another study by Mayasari, Darmayanti, and Riyanto (2013) in the context of new reports aimed at unpacking the relationship between the aspects of language and ideology in the Indonesia Daily Newspapers based on the construction of the Corruption Eradication Commission (CEC) building. The clichés between both the parties, CEC and Parliament, have led to a positive ideological formation for the CEC as the public supported the anti-corruption body which encouraged donations in order to construct the building. However, the Parliament strongly opposed the construction of the new building which resulted to a negative ideological image. Thus, the negative ideological construction towards the Parliament has been created as members in the Parliament are believed to be corrupted and are involved in corruption.

Vahid and Esmæ'li (2012) investigated the ideas and power of product companies through advertisements which influenced consumers indirectly. It is perceived that a certain form of ideology is enacted to enable consumers to believe and trust the product entirely. An example depicted through this study is a beauty product by Nivea portraying the word 'Goodbye Cellulite'. The ideology here is the product has the power to vanish any form of cellulite, and that it is trustworthy. These ideologies hold the power to attract women with cellulite problems as these words are capable of changing one's thoughts. Thus, it is revealed that the word printed on the beauty product manipulates consumers vigorously. In another study, Kaur, Arumugam, and Yunus (2013) also explored the ideology in the advertisements of beauty products. Discourse in beauty products is a social practice as language becomes a part of social process. The language used in the advertisements reflects a women's ideology and social status; thus, women with fair skin, slim and attractive appearance possess more power than the ordinary women in the society. Through these extraordinary qualities of women, an ideology is created portraying the image of being 'in-group' rather than being old-fashioned. Phrases which are used to portray the sense of fashion are 'Big is Beautiful', 'Plump Your Lips', and 'Shimmering Rouge' which are associated with women of higher status.

Iqbal, Danish, and Tahir (2014a) also examined the discourse used in beauty products and the strategies applied in exploiting women. This study perceived that the discourse used in beauty products establishes the power to capture the minds of women in transmitting a positive ideological stance but most consumers failed to notice the negativity behind such a discourse structure. For example, the renowned fairness cream Fair & Lovely uses appealing words such as ‘night fairness’, ‘face polish’, and ‘daily fairness’ to create appealing ideologies to the consumers. Through these words, women embrace the belief that fairness lasts a life time. Thus, the ideology beneath the discourse possesses the power to manipulate women while conveying negative beliefs.

Similarly, Iqbal, Danish, and Iqbal (2014b) examined the ideology of Americans on the Muslims in Time Magazine. In the American world, the Muslims are known as ‘terrorists’ which can be a threat to the Americans. Time Magazine has discussed various issues pertaining to the Muslim community which bring about multiple derogatory ideologies. An acute example of this phenomenon is through the statement “Muslim religious laws against impiety and immodesty” (Talbot 1991, p.3). This indicates that Muslims are immodest, violent, and extremist therefore, contributing to the critical perspective that reflects the negativism of the Muslims around the globe.

Similarly, Fauzan, Subroto, and Poedjosoedarmo (2014) investigated the hidden ideology in the Indonesian TV news reports. In the study, the tragedy of mudflow was examined revealing certain ideologies which was buried from the viewers. One may be unaware of the cause of mudflow, but the power of discourse lies solely with the text maker. In this situation, the text maker practised the power of discourse by revealing the ideologies in this tragedy. In order to help viewers realise the cause of mudflow, several ideologies were revealed: a) mudflow was not a natural disaster; b) the impact of mudflow destroyed lives of citizens; c) caused economic declination. These negative ideologies “emphasised their bad things” and “de-emphasised their good things” (Van Dijk 2000, p.44). In the same light, Tahmasbi and Kalkhajeh (2013) analysed TV bank advertisements using the perspective of ideology manipulation and power relation. Similar to magazine advertisements, bank advertisements are formulated to promote service and to attract audience to obtain service implemented in the banking sector. Bank commercials target a specific group of audience through discourse such as ‘Besides 201 offers to buy Peugeot 407’. Through this phrase, presupposition takes place as bank advertisers assume that viewers own a less exclusive car thus, this advertisement might be considered by the viewers in purchasing or upgrading the car. Therefore, it is patent that advertisers have created an unstable and biased discourse which has manipulated the viewers implicitly.

In a parallel study, Behnam and Mahmoudy (2013) discovered the political ideology in Iran’s nuclear report through discourse structure. In determining the ideological structures, the presupposition concept was employed leading to a specific ideological structure. This can be depicted through the phrase: “Iran has not provided requested information...” (Kerr 2009, p.2). The phrase denotes a negative belief in Iran. Besides, another preference in which ideology can be determined is through repetitive words in the report such as *undeclared*, *uncertainties*, *inconsistencies*, and *contamination*. These words depict a destructive image for the country such as: a) Iran is trying to conceal information from the world view, and b) Iran is inconsistent in its nuclear program. Similar to the studies above, Bolte and Keong (2014) scrutinized the ideological representation of illegal immigrants in the Malaysia news discourse. It is perceived that discourse shapes the way a text is produced (Jorgenson and Phillips 2002, Fairclough 1992) and vice-versa. The article focuses on the Refugee Swap Deal between Malaysia and Australia that eventually did not take place. A significant ideology that is found in the media discourse is the *protection of agreement* that denotes a positive representation of Malaysia and Australia. Although refugees have not been

commonly accepted in most countries, yet Malaysia and Australia have joined forces to provide shelter to these immigrants. Thus, the portrayal of positivity and mutuality is seen between both countries.

APPLICATION OF VAN DIJK'S IDEOLOGICAL SQUARE

Pasha (2011) examined the Islamic ideologies in the Egyptian newspaper utilizing Van Dijk's ideological square. It is perceived that ideologies do emphasise the good and bad to portray a positive belief and de-emphasise the good and bad to portray negativity. An example that can be depicted as negative is the presentation of *unofficial Brotherhood relationship*. The statement de-emphasises their good by merely stating *unofficial* as this leads to the comprehension that the Muslim brotherhood is not recognised as a group. Thus, activities which are conducted are said to be illegal and unlawful. Hence, a negative belief is directed towards the Muslim brotherhood to de-emphasise their good deeds. Poorebrahim and Zarei (2013) investigated the relationship between language and ideology in the headlines of four main newspapers in America and Britain to scrutinise the image of Islam. The analysis of newspaper headlines discloses the misinterpretation, on how an issue is perceived by the social world. An example which can be depicted through this phenomena is through the headline "How Islam has been corrupted". This headline presupposed that Islam is corrupted and in order to perceive corruption in Islam one has to accept the belief that corruption does exist in Islam. Hence, the negative ideological representation forms stereotypes which cast an unfavourable light upon the Muslim community.

Another, study on news reports by Ahmadian and Farahani (2014) was carried out to investigate the ideological differences in the discourse between the *The Los Angeles Times* and *Tehran Times* utilizing Van Dijk's ideological framework: macro-strategies which are positive self-presentation and negative other-presentation. The findings manifested various contradicting ideologies in both the newspapers as derogatory terms were used in injecting countless negative ideologies against each other. One such example which was posted against Iran is the phrase "a country which tries to develop a nuclear weapon". This phrase gives a horrifying ideology to the society as it is seen as a threat. Thus, it is revealed that prejudice appeared to be one of the main ideology between the America-Iran relationships as the most powerful possesses a positive ideology meanwhile the less powerful is specified to a negative ideology.

APPLICATION OF VAN DIJK'S SOCIOCOGNITIVE APPROACH

Bilal et al. (2012) studied the relationship between discourse and ideology in political TV talk show. It is perceived that the application of CDA assists in discovering the hidden objectives of the social actors in the eyes of the society. In this context, several concealed ideological stances can be deduced and one example can be spotted during the question and answer session when the politician skipped and broke off sentences not wanting to attend to certain questions raised by the anchor. This form of switching matters a lot as it could either jeopardise himself, a secret he did not want to disclose, or intentionally skipped off to another topic to divert attention of the audience. Therefore, it can be illustrated that apart from the emerged ideologies, the conversation is manipulated by the dominating person (politician) which blindfolded the audience from further inquiring. Likewise, Azad (2013) scrutinised the ideological structures in 20:30 news broadcasting that discussed George Bush's statementship. Discourse is seen to be dishonest to the innocent as it buries ideological implications which tends to be a shadow in the political arena. In this phenomena, a negative ideological feature was regarded to the former president of United States, George Bush as his

‘8 years of presidency’ is labelled as ‘8 years of crime’. This stance implies to an unpleasant meaning as in a dreadful leader, a disgraced tenant, and an authoritative.

Similarly, Alo and Ajewole-Orimogunje (2013) investigated the presence of ideology in selected radio news that unveils the implicit ideological expressions and biases while power is exercised. For example, ‘President Obasanjo has identified good governance as panacea for the country’s economic ills’; this statement appeared in selected news. The statement connoted a belief that Nigeria’s lack of good governance which has caused complications in the country’s economy. Therefore, the presence of President Obasanjo as the current President is seen as a panacea to the country which will cure the unstable economic municipal. Thus, it implies a positive self-presentation as the President is viewed as a person who brings changes to the current economic affairs.

CONCLUSION

This literature has shown that mass media play a significant role in the production of beliefs, prejudice and domination over the social context as mass media tend to marginalise *Others* and misconstrue an event. It was found that ever since CDA has gained popularity in the field of discourse studies, an increasing number of studies has applied CDA to investigate the discursivity of text, interaction and social context, to explore the relationship between language and ideology, and to examine how dominating ideologies oppress the less powerful. Bearing this notion, it is evident that CDA is a powerful tool in deconstructing texts as it scrutinises the intended ideological representations. To summarise, the present review has examined the various behaviours of CDA which are aimed to reveal stereotypes, presuppositions, hegemony, power and ideological stances. In conclusion, the representation social context determines the production of discourse while discourse contributes to the construction of social power. This review hopes to contribute to the existing knowledge of CDA research to increase awareness among novel researchers who aspire to carry out CDA studies.

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APPENDIX
SUMMARY OF CDA RESEARCH STUDIES

| Authors' names | Research aim / objective | Data Source and Analysis Method | Main Findings |
|--|---|--|---|
| Zhang (2014) | To investigate the discursivity of text, interaction and social context. | <ul style="list-style-type: none"> News reports Fairclough's three-dimensional framework | Language in news reports are never bias free. |
| Ahmadian and Farahani (2014) | To investigate how ideological differences are manifested in the discourse in both the newspapers in dealing with Iran's nuclear program. | <ul style="list-style-type: none"> News reports Van Dijk's ideological square | Various contradicting ideologies between the countries, and one such ideology is the emergence of prejudice. |
| Bilal et al. (2012) | To explore the relationship between language and ideology. | <ul style="list-style-type: none"> TV talk shows Van Dijk's socio-cognitive approach | Politicians manipulate power in producing an ideology. |
| Azad (2013) | To analyse how ideological structures are presented through CDA. | <ul style="list-style-type: none"> News broadcasting Van Dijk's socio-cognitive approach | A hidden ideology which is the appearance of 'authoritative' is revealed. |
| Mayasari, Darmayanti, and Riyanto (2013) | Aims at unpacking the relationship between the aspects of language and ideology | <ul style="list-style-type: none"> News reports Fairclough's three-dimensional framework | A negative ideology towards the Parliament is revealed. |
| Vahid and Esmae'li (2012) | To investigate the ideas and power of product companies to reach consumers. | <ul style="list-style-type: none"> Advertisements (Magazines) Fairclough's three-dimensional framework | Ideology lies behind the most powerful in the decision making process. |
| Kaur, Arumugam, and Yunus (2013) | To investigate the use of language in beauty advertisements and the occurrence of an ideology. | <ul style="list-style-type: none"> Advertisements (Magazines) Fairclough's three-dimensional framework | Ideology of beauty is constructed by stereotyping the women's community. |
| Iqbal, Danish, and Tahir (2014a) | This study examined the use of language in beauty product and the dominating ideology of beauty through advertisements. | <ul style="list-style-type: none"> Advertisements Fairclough's three-dimensional framework | An ideology emerged through the use of various vocabularies in the advertisements. |
| Iqbal, Danish, and Iqbal (2014b) | This study aims to explore the ideology of the Americans about the Muslims. | <ul style="list-style-type: none"> Magazine Fairclough's three-dimensional framework | The result portrayed a negative ideology on the Muslim community. |
| Fauzan, Subroto, and Poedjosoedarmo (2014) | To investigate the ideologies of the news reports. | <ul style="list-style-type: none"> TV news program Fairclough's three-dimensional framework | A negative ideological stance which "emphasised their bad things" and "de-emphasised their good things" is presented. |
| Tahmasbi and Kalkhajeh (2013) | Aims at analysing TV bank advertisements in the perspective of ideology manipulation and power relation. | <ul style="list-style-type: none"> Advertisements Fairclough's three-dimensional framework | The ideological meaning and power relation are depicted through advertisements. |
| Behnam and Mahmoudy (2013) | To analyse how ideologies are reflected through discourse structure. | <ul style="list-style-type: none"> Reports Fairclough's three-dimensional framework | Ideologies are implicitly embedded in discourse which are opened to multiple interpretations. |
| Pasha (2011) | The study aims at analysing the ideology of Islam in the Egyptian newspaper. | <ul style="list-style-type: none"> News reports Van Dijk's ideological square | A negative belief is directed towards the Muslim brotherhood by de-emphasizing their good deeds. |
| Alo and Ajewole-Orimogunje (2013) | The study investigates the discourse strategies and ideology employed in selected radio news. | <ul style="list-style-type: none"> News reports Van Dijk's socio-cognitive approach | Positive self-presentation is depicted to portray a president who exercises power to enhance the well-being of the country. |
| Poorebrahim and Zarei (2013) | The study aims at scrutinizing the relationship between language and ideology. | <ul style="list-style-type: none"> News report Van Dijk's ideological square | Negative representation of Islam is disclosed. |
| Bolte and Keong (2014) | The study scrutinized the perspective of language and ideological representation. | <ul style="list-style-type: none"> News report Fairclough's three-dimensional model | Positive notion towards both the countries is revealed. |