## **CHAPTER II**

### THEORETICAL APPROACH AND FRAMEWORK

This chapter consists of theoretical approach and framework of this research. Before analyzing, it is important to know first about the approach and theories which will be suitable for the research.

## A. Theoretical Approach

A theory is the most important thing a researcher needs to understand before going through research analysis to find out the basis of what is going to be discussed, like the foundation of a building. An analysis is described as building, theory as the foundation, without it the building will be a collapse. As stated in *Merriam Webster Online Dictionary* theory is the general principles or ideas that relate to a particular subject (*Merriam Webster Online Dictionary*, "Theory"). There are many theories can be found, therefore a researcher should find which one will fit in the research. Moreover, according to in *Merriam Webster Online Dictionary*, approach itself is a way of dealing with something or a way of doing or thinking about something (*Merriam Webster Online Dictionary*, "Approach"). Theoretical approaches need to be learned to approach the object of study, which means a way that allows the researchers easier to understand and analyze research.

In this research, the scripts of political speech are taken as an object and the researcher uses socio cognitive approach to observe racism stereotype on Donald Trump's political speeches. In this chapter, the theory of socio cognitive approach, which is part of Critical Discourse Analysis will be explained. Socio Cognitive is an approach that is used to observe discourse structures on the scripts and then reveals the racism that is represented in the scripts. For example is Donald Trump's Political Speech script.

Critical Discourse Analysis is a type of analytical research or an interdisciplinary approach to the study of discourse that studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. Therefore CDA can be used in order analyzing racism as represented in Donald Trump's political speech.

In this research, the researcher will analyze the object based on Socio Cognitive Approach theory which is going to analyze the relation between discourse with the society. The Socio Cognitive Approach is developed by a lecturer of Amsterdam University, Netherlands, with the main figure of Teun A. Van Dijk. In 1980 era, Van Dijk and his colleagues were researching the news from Europe's newspaper. What they discussed were mainly about how minority, ethnicity, racism, and immigrant were shown in the newspaper. Van Dijk assumed that cognition factors are an important element in producing a discourse, that is then why Van Dijk approach is called Socio Cognition. Discourse is seen with how the discourse is produced, not only about the structures of the discourse which are used. The production of a discourse includes a process called socio cognition. For example, a discourse tends to marginalize the minority groups in public discussion from text analysis and also from the social issue of the speaker or the community. Moreover, for Van Dijk, this kind of discourse only grows in cognition atmosphere of the person

who produced the text who had a view to marginalize minorities (Eriyanto, 2001: 16-17).

One of the things related to racism is marginalization. Marginalization is a form of misrepresentation and it is one way to be racist. In its practice, marginalization implicates one's side is different from others. Eriyanto stated in his book *Analisis Wacana Pengantar Analisis Teks Media* as the strategy of discourse in marginalizing there are several language use practices. First is euphemism which can lead to subtle reality. Second is dysphemism. Dysphemism is the opposite of euphemism, which can lead to a rough reality. Third is labeling. Labeling is a language form that given attached to the object in case to give a bad position to the object itself. And the last is stereotype. It is a prejudice which can be either negative or positive with people, class, and action device. For example, women are stereotyped as being gentle, more concerned with feelings, and men are stereotyped otherwise like a formidable figure and more concerned with logic (Eriyanto, 2001: 124-127).

## **B.** Theoretical Framework

In the theoretical framework there are explanations of theories which will be used in this research in observing the data. According to *Merriam Webster Online Dictionary*, the definition of framework is the basic structure of something or a set of ideas or facts that provide support for something (*Merriam Webster Online Dictionary*, "*Framework*"). This research will use the critical discourse analysis as framework to view the data for supporting the

observation of this research. This theoretical framework will explain the object of this research and the theory of Critical Discourse Analysis.

## 1. Politic, Speech, and Political Speech

In understanding the object, the researcher needs to understand what political speech is. But before that, first of all, politic and speech must be explained. Based on *Merriam Webster Online Dictionary*, the definition of politic is characterized by shrewdness in managing, contriving, or dealing, or in other definition is sagacious in promoting a policy (*Merriam Webster Online Dictionary*, "*Politic*"). Politic is an important element for every individual, especially for the life of the state. This is because of all things concerned with politics, including health insurance, economics, laws, and so on. Political aim is to enforce policies which they think will lead them to success for either individual or a nation. That is why politic is connected with power.

Next is the definition of "speech" for English language learners by *Merriam Webster Online Dictionary* is a spoken expression of ideas, opinions, etc. that is made by someone who is speaking in front of a group of people (*Merriam Webster Online Dictionary*, "*Speech*"). In a speech, there are information to support the speaker perception of what he or she talks about his or her speech. In a speech, the speaker is not merely providing information, but there is a message inside to be conveyed. In conveying this message the speaker has the intention of making the audience agree, support, or at least give a response to what is delivered.

In short, according to the explanation above political speech is a spoken expression to express ideas, thoughts or opinions for promoting policy or dealing with it. Political speech is one of the media used by a person in exposing the ideas that intertwine with the political world. For example, in a campaign the presidential candidate "X" withdraws community support through the ideas he expressed in his speech. His speech could promise that he would fulfill if he was elected, his opinion about the previous policy, or the problem issues that were faced by the community. The political speech is conducted with the aim of obtaining the community's consent and support, therefore the content of the speech is made reasonable and convincing. This is one-way of speaker to communicate to audiences.

Communication is bound with people's life, which can be done by either speaking or writing. And speaking or writing is done by language. The main function of language is the communication tool and the use of communication is to implicate our desire behind what we told. It means that there are intentions behind a communication. Therefore it is essential to understand what the speaker wants to say. And speech is definitely using language to communicate to the audience. In order to understand the speech, the discourse structure needs to be analyzed.

# 2. Discourse, Discourse Analysis, and Critical Discourse Analysis

Discourse is a complete recording of the language of communication events (Samsuri, 1988:1). Discourse can be delivered

either orally or written. Speech is one of discourse practice form. "Script" according to *Merriam Webster Online Dictionary* the definition is the written form of a play or movie or the lines to be said by a performer. So it can be explained that the scripts are text form of speech of a person who speaks or make dialogues. As a political speech which is public speaking, the researcher chooses the script as the object of the research.

Discourse Analysis (DA) is an area or discipline study in language or language use. Discourse analysis discusses about the discourse structures and components or elements which are used in language. Discourse structures used consist of macro structures, superstructures, and microstructures. According to Van Dijk (via Eriyanto, 2001: 226), although composed by various elements but these things are one unity and interconnected. While Critical Discourse Analysis (CDA) considers that the language use is more complex, such as the form of action, the context contained in the language, and the factors that affect the language or discourse. Eriyanto stated in his book, "according to Van Dijk the study of discourse is not enough to be based on the analysis of the text only since the text is only the result of a production, practice which must also be observed."

Knowledge plays a crucial role in communication and has a central function in context models, so knowledge will be examined in more detail than other ("cognitive") aspects of context models – some of which, such as ideologies – are dealt with in the social psychology of context in Society and Discourse (Van Dijk, 2008: 83).

From the quotation above, it can be seen that in understanding the context of a communication, it is very important to observe the speaker's knowledge. Knowledge here can be obtained through many things, for example is from the social background, education, and social circumstances. Therefore this is closely related to socio cognitive approach. The word cognitive approach in Merriam Webster Online Dictionary means, "relating to, being, or involving conscious intellectual activity (such as thinking, reasoning, or remembering)." In his book Van Dijk stated that, Cognitive processes, such as thinking, perceiving, knowing, believing, understanding, interpreting, planning, hoping, feeling, etc., take place in the mind or memory of individual social actors as members of social groups and communities (Van Dijk, 2016: 5). A thinking paradigm connects knowledge with the social issue. Van Dijk analysis is linking textual analysis to a comprehensive analysis of how the text produced both in relation to the speaker himself and the society. The discourse structure according to Van Dijk if placed into the table will be as follow:

DISCOURSE STRUCTURE	THINGS OBSERVED	ELEMENTS	
Macro Structure	Thematic	Topic	
Superstructure	Schematic	Scheme	
Micro Structure	Semantic	Background, Detail, Intent, Presupposition, Nominalization	
	Syntax Sentence Form, Coherence, Pronout		
	Stylistic	Lexicon	
	Rhetorical	Graphic, Metaphor	

(Eriyanto, 2001: 228-229)

#### 3. Discourse Structures

#### a. Theme

Thematic elements are elements that contain the theme or topic of the text. The theme or topic in the text describes the main idea, which is put forward by the discourse maker in view of an event. It can also be said to be a core idea, a summary, and a priority in the text. Eriyanto stated that the important idea of Van Dijk discourse is generally established in the rules of the general rule (macro rule). So that a text is deemed not to state a particular topic but contains a coherent common view, Van Dijk calls it global coherence. This common topic is made up of subtopics which contains a set of supporting facts, as well as coherence (Eriyanto, 2001: 229-231).

#### b. Scheme

Schematic elements are elements that interfere with the scheme or plot. The plot shows the parts of the text composed from the beginning to the end, thus forming the unity of the text intact. News usually has a variety of forms and schemes. But generally it has two major schema categories: summary and story. Summary contains title and lead. Lead is the introductory summary before entering the complete news story. Meanwhile, the story scheme contains complete news. Hypothetically the story scheme has two subcategories, namely the situation or the course of events and comments. The subcategory of situations generally consists of two parts, namely the episode or main story and background of the

episode. Meanwhile, the subcategory comment hypothetically also consists of two parts: first, a reaction or verbal comments from leaders of the event and the second, reporter conclusions drawn on the comments of various figures. In short, large schemes or main ideas will be supported by other schemes. According to Van Dijk scheme is a journalist's strategy on which parts come first and which parts have important hidden information. Eriyanto stated in his book that in many cases of media coverage, this scheme is one of the strategies of how one group is not only described but also marginalized through the news (Eriyanto, 2001: 231-234).

# c. Background

In discussing an event there will be a background of the event as well. The selected background will determine which direction the event views. For example, if the speaker supports radicalism then he will add a background that supports it too, in order that the audience can point to the thing the speaker believes. Reasons that justify an idea can be obtained from the background. Therefore, the setting can affect the meaning (semantic) that is expressed and can show the speaker's sustainability. Throughout this background element, it can be understood and analyzed the hidden intentions of what the speaker has to say. This shows that the background is an ideological reflection of the speaker. He can raise his background from an angle he thinks it is relevant and also irrelevant, depending on the needs of the speaker. The background which

is required by the speakers can have a positive or negative effect on the audience's view of what is told (Eriyanto, 2001: 235-237).

### d. Detail

This element is the element that becomes the control in the information conveyed by discourse actors. Speakers will articulate complete information on what is considered to be his or her opinion and will reduce or even not provide complete information on what is considered irrelevant to his or her opinion. In disclosing information that is beneficial to the speaker, the speaker tends to reveal information excessively, completely, even with detailed data in order to create a certain image. Detail is usually implicitly conveyed by the speaker because they do not want or do not need to openly express his point of view. This shows how a discourse was developed using the details (Eriyanto, 2001: 238-240).

### e. Intention

The element of intention or meaning is almost the same as the detail element, in which is both of them aimed at displaying information that is considered beneficial for the speaker. If in a lucrative details element information will be expressed in detail by the speaker, while in the element of intention then the information will be expressed openly (explicitly), firmly, referring to the facts, and clear. Meanwhile, if the information is deemed unfavorable in the element of detail will be expressed in little or no mention at all, while in the element of intent the

meaning of this information will be expressed in a vague (implicit) and convoluted. This element shows how the speaker implicitly uses a particular language practice to demonstrate its truth and explicitly cover up opposing truths (Eriyanto, 2001: 240-241).

# f. Presupposition

Presupposition elements and background elements both aim to provide support for an idea or statement. In the background elements, the effort is to add the background of the speaker's idea or statement. Otherwise, the element of presupposition is using the premise that the audience already believes the truth. These statements are categorized as common sense, which is a fact that has not been proven true but are considered true. These statements are considered logical even though they have not been proven or occurred. This is a strategy of discourse to get approval from the audience (Eriyanto, 2001: 256-257).

## g. Nominalization

Nominalization is an element which relates to change word form, from a verb (*verba*) into a noun (*nomina*). In this element, the speaker removes the subject, group, or social actor. An active sentence always requires subject and verb, but by using nominalization the speakers does not need to add a subject. Essentially, a verb converted into a noun means an event, as well as a verb, means an action performed by the particular subject. Therefore nominalization does not require a subject (Eriyanto, 2001: 175-177).

#### h. Sentence Form

In the sentence form, elements that are considered are terms of the principle of causality. That is how one puts the subject and its object, whether A describes B or vice versa. For example, in the active sentence a person will be the subject of the statement but in the passive sentence the person will be the object. This strategy will create different perspectives by audiences. It can determine whether a person or group is displayed explicitly or implicitly in the statement, then will appear the direction of the sentence maker, which is more focused or highlighted (Eriyanto, 2001: 251-253).

### i. Coherent

The coherent element shows how some different facts are connected or combined, so that it looks coherent or can be viewed separately. This element is a way of looking at how a person strategically uses discourse to explain events, whether they are related, separate or causal. The coherent element has an observable character, it is the conjunction. The conjunction which are used can be "and", "effect", "but", "then", "because", "though". These hyphens can give different meanings, whether the event has a causal relationship (cause and effect), the relationship of a situation, time, condition, or else (Eriyanto, 2001: 242-244).

## j. Conditional Coherent

A conditional coherent element is an element of the sentence that adds other statements. The aim of adding this statement is to give an explanation of the phrase or word but also used to label an event or a person whether is good or bad. This other statement is a clause where the presence or absence of this statement does not change the meaning of the sentence. The explanatory sentence used in this element can be both negative and positive explanatory sentences. This explanatory phrases are usually associated with conjunctions such as "which", "that", "who", "whom", and so on. This coherence can indicate the speaker's view of an event or group, which indirectly leads the audience to a certain direction in interpreting an event or a person or a group (Eriyanto, 2001: 244-247).

# k. Distinguished Coherent

In the distinguished coherent, there are two or more different things connected to create a new perspective. If conditional coherent shows how two events are interconnected, while the distinguished coherent shows how two events are distinguished. In the distinguished coherent, two events will be displayed in contrast. The word "compared" or "than" is usually used in this coherent. The effects of this coherent may vary, but obviously that this distinguished coherent gives different meanings to the audience. This difference can have a better or worse effect on an event, person, or group, depending on the difference that the speaker is displayed (Eriyanto, 2001: 247-249).

#### l. Disavowal

In the element of disavowal, the speaker is seen implicitly in his expression, the way he expresses his ideas or opinions is hiddenly or vaguely. In showing such expression, the speaker seems to agree on a thing when he actually does not agree, by giving arguments or facts that are inversely proportional to his approval. In this element, it is necessary to criticize how someone does the denial as if he agrees when all he wants is the opposite. This denial is usually stated in the clause or the last statement before an agreement of an event. Through this element, people can see how a person or a group is excommunicated or marginalized (Eriyanto, 2001: 249-251).

#### m. Pronoun

This element shows how speakers create an imaginative community. This is indicated in what type of pronoun which is used by the speaker. The use of the third pronoun refers to a particular community. This usually has implications of solidarity, alliance, public attention, and aims to reduce criticism or opposition to himself or herself. By using the pronoun, the speaker is trying to achieve public support, like they have the same opinion when in fact there are people which may have a different opinion. When using the first or second pronoun it tends to raise a separate or independent opinion (Eriyanto, 2001: 253-255).

Based on website of *Cambridge Dictionary*, the use of possessive pronoun refers to possession and 'belonging'. For examples: mine, yours, hers, ours, yours, theirs.

Number	Person	Gender	<b>Personal Pronouns</b>	
			Subject	Object
Singular	1 <sup>st</sup>	male/ female	I	Me
	2 <sup>nd</sup>	male/ female	you	You
	3 <sup>rd</sup>	Male	he	Him
		Female	she	Her
		Neuter	it	It
	1 <sup>st</sup>	male/ female	we	Us
	2 <sup>nd</sup>	male/ female	you	You
	3 <sup>rd</sup>	male/female/neuter	thoy	Thom

There are following examples of personal pronoun:

| 3<sup>rd</sup> | male/ female/ neuter | **they** | **T** | (http://www.englishclub.com/grammar/pronouns-personal.htm)

### n. Lexicon

This element shows how a person chooses a word for several words available. These words are synonymous words, but some conditions can give different meaning. In choosing the word, it shows how a person or speaker is interpreting a fact or reality ideologically. For example, the word "die" has another word that is rest in peace, suffocate, pass away, stop living and so on (Eriyanto, 2001: 255).

## o. Graphology

This element shows how an important discourse is highlighted or emphasized. If a text usually can be marked with the use of bold, italics, capital letters, and also underlined letters, while a conversation is usually marked by the intonation and expression of the speaker. Sometimes showing the emphasis can also use a graph, image, table, or caption. This emphasis is used to convince audiences of the speaker opinions, by indirectly generating a public ideological opinion of an event (Eriyanto, 2001: 257-259).

# p. Metaphor

This element is an allegory or phrase that is displayed in the discourse. Speakers usually use public beliefs, proverbs, everyday expressions, ancestral wisdom, or even phrases taken from the scriptures. It is useful to reinforce the ideas conveyed and can be easily accepted or accepted by the public. The use of metaphors here can be analyzed by showing the meaning that the speaker really wants to convey (Eriyanto, 2001: 259).

The definition of "metaphor" according to *Merriam Webster Online Dictionary* is a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them (*Merriam Webster Online Dictionary, "Metaphor"*). There is another detail definition of metaphor according to Tirajoh on her book *English Poetry: An Introduction to Indonesian Student*:

"A metaphor is a figure of speech which omits the comparative term (like, as, than) and implies that one thing is another: All the world's a stage. This is a metaphor, because it says one thing meaning another. A simile says that x like y, but a metaphor says that x is y. This is anonymous sixteenth-century song which consists of four explicit metaphors.

April is in my mistress' face And July in her eyes hath place Within her bosom in September But in her heart a cold December

In Another anonymous song the metaphor are implicit rather than explicit.

Injurious hour, whilst any joy doth bless me With speedy wings you fly, and so release me But if some sorrow do oppress my heart, You creep as if you never mean to apart.

When the poet says that the hours have wings (line 2), he is obviously comparing them to fast-flying bird. This metaphor is an implicit metaphor because one of the comparative terms 'bird' is implied rather than stated." (Tirajoh, 1998:37-38)

# 4. Socio Cognition

Eriyanto stated in his book that a cognitive approach is based on the assumption that the text is meaningless, but the meaning is given by the users of the language, or rather language mental awareness wearer process. It means producing a text or discourse is influenced by awareness, knowledge, prejudice, certain knowledge or an event of a language user. In this case, an event is understood to be based on a scheme. Schemes are closely related to social representation, which includes how views, beliefs, and prejudices develop in society. There are several schemes in the theory developed by Van Dijk as follows:

- a. Person Schemas: this scheme illustrates how one describes and views others.
- b. Self Schemas: this scheme relates to how the self is seen, understood, and is described by someone.
- c. Role Schemas: this scheme relates to how one sees and portrays the role and position one occupies in society.
- d. Event Schemas: this scheme deals with how to interpret a particular event.

(Eriyanto, 2001: 259-263).