

## **MEDIA DISCOURSE ANALYSIS**

### **Introduction**

Discourse has been explained as structures and practices that reflect human thought and social realities through particular collections of words and that simultaneously construct meaning in the world.

Critical Discourse Analysis (CDA) proposes a methodology for deconstructing discourses and fixed power relationship. It presupposes the multiple possibilities of knowing and interpreting the world. Through mass media we can know about the world as because mass media simultaneously reaches a large number of people, through radio, TV, newspapers, magazines, billboards, films, recordings, books, and the Internet as well as the new category smart mass media, which include Smartphone, smart TVs, and tablets."

Regardless of mass communication progress and associated smart media technologies and related media product over the years, it seems that mass media research began to merge with discourse.

### **Critical Media Analysis: An Overview**

Discourse relates to expressing ourselves through words in ways of knowing the world.

Critical Discourse Analysis is the multidisciplinary field of inquiry to traditional approaches, such as conversation analysis, ethnography of communication and interactional sociolinguistics.

The term "discourse" is a complex. It refers to the speech patterns and how language, dialects, and acceptable statements are used in a particular community. Discourse as a subject of study looks at discourse among people who share the

same speech conventions. Moreover, discourse refers to the linguistics of language use as a way of understanding interactions in a social context,

specifically the analysis of occurring connected speech or written discourse.

Even though discourse also has resources besides language that is represented together as in mass media; texts such as multimedia texts, streaming video, and related practices on the Internet. Language is the most complex in the process of situated meaning-making ("semiosis") in the social context of discourse production

and interpretation. Basically, discourse is language in context and relate to valuing, expressing ourselves through words in ways of

knowing. As research and theory in general functional linguistics have shown, linguistic forms can be systematically associated with social and ideological functions .

Critical Discourse Analysis describes, interprets, analyses, and critiques social life by studying "the discursive practices of a community its normal ways of using language".

Structure of discourse is distinguished by three levels of meaning namely Text, Interaction and Context.

Text: The first aspect 'discourse as text' purposes to learning the textual features of discourses, that is 'how is the text designed, why it is designed in this way, and how else could it have been designed?' In this level, the focus is more on the formal features of the text such as vocabulary, grammar or phrase, sentence, figures, images, chart or a combination all of these.

Interaction: Interaction is a mode of framing the relationship between people and objects considered for them and thus a way of framing the action of design. This is relevant in the process of text production and text interpretation.

Context: Context is the aspects of the circumstance of actual language use which are taken as relevant to meaning. In discourse, context deals with the broader social and cultural conditions of discourse production and interpretation. Linguistic analysis of a text cover up the traditional outline of linguistic analysis such as vocabulary, grammar, writing system analyses and phonology but includes textual organization above the sentence such as turn taking, generic structure and cohesion. Mediating between the text and social practice, the interpretation stage of analysis involves the process of text comprehension and is concerned with the cognitive processes of members.

To conclude, the stage of explanation covers the analysis of the relationship between interaction and the social context of production and interpretation. It is also related to dissimilar levels of abstraction of an event: the immediate, situational context, and institutional practices the event is embedded in.

From above it reflects the varied ways in which discourse works and when appropriated by the power-holders in society, principally the state and those who control the mass media, it serves to pass unequal power relations and representations of social groups, appearing to be ordinary sense, usual, and normal when in fact there is intrinsic prejudice, injustice and social discrimination.

### **Bridging Critical Discourse Analysis And The Media**

In current years, with the discuss on globalization as the principal frame of reference when we try to explain economic, new political and cultural phenomena and the spread of the Internet, media and communication are ascribed a significant part in the processes of change.

In Critical Discourse Analysis, media are images of public space and may be studied as sites of social power and struggle, mainly in terms of the language of the mass media: Language is often only apparently transparent. Media institutions often purport to be neutral, in that they provide space for public discourse, reflect states of affairs disinterestedly, and give the perceptions and arguments of the newsmakers, while they often have hidden socio-political agenda that lie at the heart of the matter. Main problems that are appropriated in the outline include capitalism, racism, nationalism, identity politics, antisemitism and war reporting.

Critical discourse analysts offer interpretations [and explanation] of the meanings of texts rather than just quantifying textual features and deriving meaning from this; situate what is written or said in the context in which it occurs, rather than just summarizing patterns or regularities in texts; and argue that textual meaning is constructed through an interaction between producer, text and consumer rather than simply being read off the page by all readers in exactly the same way.

This constructivist approach of Critical Discourse Analysis asserts that meaning in discourse hides in or lies behind the words (the language). Critical Discourse Analysis as textual meaning is constructed through an interaction between producer, text and consumer that rather than simply being read off the page by all readers in exactly the same way. Such a view shows that language is constructive, and thus it draws a discourse that shapes images and representation of social actors.

In this respect, to extract the actual meaning, we should be critical. That is, there should give more explanations and state reasons why the discourse is like this rather than just interpretations of texts or just identifying and counting features and types of discourse. A critical analysis would consider a systematic description of a discourse. This includes description of the characteristics of the language in a text as merely the first though essential level of analysis and would call for going beyond this and explaining why and with what consequences the producers of a text have made specific linguistic choices (or have avoided doing so) among several other options that a given language may provide.

Critically, the analysis targets the modes of discourse practices constructed and presented in a group of processes of news production and consumption and the larger context that constructs the discourse.

Discourse in media consists of both texts (news stories relatively), and the processes to build and produce the texts. Discourse in media obviously reflects ideological interests and stances of those in powerful positions, i.e., the elite, politicians, journalists, etc. Media discourse is a 'one-sided' event that has a sharp discerned division between producers and interpreters. Media bring news about various issues, e.g., political, war, criminal, economic or social to people through TVs, radios, newspapers and recently through social media platforms, e.g., Facebook and Twitter.

Representation depends on specific perspectives from which social actors are constructed.

Representation refers to the language used in a text or talk to assign meanings to groups and their social practices, to events, and to social and ecological conditions and objects in discourse analysis. Accordingly, meaning is constructed by linguistic representation in news media.

One can point that ideology underlines any form of the linguistic expression in a text, a sentence or paragraph. Researchers from sociolinguistics, language ideology and media discourse all agree on the potential of discourse in mainstream media to shape the language ideologies of their audience, that is, their belief, or feelings about language as used in their social world.

Language ideologies are not neutral or objective, but serve individuals or group-specific interests, that is, they are always formulated from a particular social perspective and have particular referents and targets. We can expect reporters/journalists to frame, legitimise, or validate actions and opinions in covering events.

### **Conclusion**

It can thus be concluded that Critical discourse analysis is a methodology that enables a vigorous assessment of what is meant when language is used to describe and explain. It examines the form, structure and content of discourse, from the grammar and wording employed in its creation to its reception and interpretation by a wider audience. The employment of verbs, pronouns and nouns within discourse is as much part of this analysis as the assessment of the content and tone of the discourse. The methodology facilitates an

assessment based upon more than simple quotations but upon what the discourse is doing and what it is being asked to do in its production, dissemination and consumption.