

CHAPTER I

INTRODUCTION

This chapter covers a number of important topics. They are the background of the study that explains the academic rationale of choosing the topic. Research questions and objectives of the study guides the focus of the study. Significance of the study involves identifying the potential impact and relevance of the research findings. Scope and limitation of the study that identify about the specific context of the study. This chapter is important to be explained because can help the readers to get better understanding about this study.

1.1 Background of the Study

Language serves as a crucial system of communication, integral to all facets of human existence, particularly in facilitating interactions. As social beings, individuals rely on language to convey and express their emotions or thoughts to one another. Additionally, language enables the sharing of ideas by selecting and combining groups of words to convey meaning from one person to another, phrase, clauses, and sentences. It is a fundamental aspect of human society and allows individuals to communicate, interact, and share information.

The use of language can also be seen in mass media. Mass media is a means of communication which is used for conveying messages or information to the audience or reader. It includes newspapers, magazines, television, radio, website, social media platforms, and other digital platforms. This study will focus on CNN news because CNN is a very popular news program in American with many audiences.

Ariens (2017) CNN is recognized as one of the leading 24-hour cable news networks in the United States and globally. The channel's extensive coverage of the 1991 Persian Gulf War significantly contributed to its rise to prominence alongside Fox News and MSNBC, forming the "big three" American news networks. In 2016, CNN's coverage of the U.S. presidential election resulted in its highest viewership in

history, the third overall with an average of 788,000 viewers, marking a 25% increase from previous figures . Each edition of CNN includes key segments such as breaking news, headlines, news analysis, business and economy updates, sports, entertainment, opinion and editorial pieces, and political news.

Historical events are closely tied to international disputes, including the occurrence of world wars. Today, however, developed nations are striving to establish themselves as superpowers. This ambition gives rise to various ideologies and perspectives among nations aiming for unity. Musani et al. (2021) suggest that conflicts, including wars, often stem from misunderstandings related to factors such as demographics, socio-political dynamics, and geopolitical contexts. The war between Russia and Ukraine is one of the major issues in world politics right now. Early in March 2022, this fight attracted a lot of interest from around the world. The IMF claims that the armed conflict between Russia and Ukraine has the potential to affect political and economic stability throughout the world. This is a result of Russia's significant military, political, and economic sway (Syuryansyah and Berthanila, 2022). In their studies, a large number of scientists and historians have tackled this subject. Numerous media sources have offered updates on the circumstances and state of affairs involving Russia and Ukraine. This news can be further analyzed by looking at it via a linguistic lens. Linguists predict that social and political variables will impact a number of studies centered on this topic in the setting of Russia and Ukraine. For example, Puspasari (2020) uses information gathered from numerous journals and news sources to examine the role played by the European Union in Ukraine amid the crisis brought on by the war with Russia. This is an illustration of popular writing that examines the situation between Russia and Ukraine.

Numerous media outlets have covered the crises involving nations like Russia and Ukraine in great detail. In order to create a news narrative, an editor must arrange the facts and circumstances around a certain incident. Discourse analysis is inherent in news publications, and readers' perceptions of the event, the participants, or the topic at hand can be influenced by the language used in these pieces. Critical discourse analysis is used in this situation. Van Leeuwen (2008) established a particular method in this field called the social actor representation theory. can be applied to analyze the

portrayal of social actors. The technique of social actor representation is used to analyze how people or groups are portrayed in news reports and to identify underlying messages that the media is trying to get across from the perspective of news consumers. As outlined by Van Leeuwen (2008), this analysis sheds light on whether certain individuals or groups are marginalized or featured prominently in news reports, thus enabling readers to grasp the author's stance on social actors depicted in the news.

News headlines are considered a type of political communication and play a crucial role in engaging readers. This perspective aligns with Van Dijk's assertion (2016) regarding the significance of headlines in CNN's political news coverage is the title or main sentence that summarizes important information from the political news. Headlines are also often the focal point of conversation on social media and provide an illustration of the influence of political news on society. Thus, The headlines featured in CNN's political news play a significant role in distributing political information to the populace.

Political headline aims to comprehend the mechanism of interactions within a society that facilitates the establishment and execution of authoritative decisions and allocations (Easton et al., 1965). Political is one of the interesting parts to be analysis because, in CNN political becomes trending topics that driver reader's attention. CNN's political news reporting often includes live coverage of key political events, interviews with political figures, analysis from expert commentators.

In delivering information in headline political news by CNN international used critical discourse analysis. In delivering information, there is relationship between language and context. When writer maximize the usage of critical discourse analysis, readers can gain more than just the information presented. The occurrences of critical discourse analysis elements in news as well as in writing their news would indirectly help readers understand written texts in more than one way.

The researcher focuses on addressing the ongoing conflict between Russia and Ukraine, which is of significant importance given its contemporary relevance as a war situation. The purpose of this study is to examine how the social players engaged in this dispute are portrayed. Davari (2016) emphasizes the significance of examining

how these actors are depicted in the media, as it influences the perception society holds of them, whether positive or negative.

Based on the examination of social practices, this research delves into the portrayal of social actors within CNN headline news, shedding light on the editorial approach employed by CNN headline news in depicting agent representation. The study also scrutinizes the utilization of exclusion and inclusion strategies in editorial content. Furthermore, it elucidates how the portrayal of actors in media can influence power dynamics, potentially leading to the marginalization or inclusion of certain actors within news narratives. Additionally, the research highlights the manner in which various actors are depicted in media through the lens of social practice analysis.

By employing techniques of inclusion and exclusion, this research further investigated the influence of linguistic selection in shaping the portrayal of social figures within news narratives, aiming to provide readers with fresh insights into the strategies deployed in news framing and the depiction of various actors, including the headline representation. The focal point of discussion pertains to the globally debated topic concerning Russia and Ukraine. It is anticipated that this study will offer valuable insights into the analysis of social actor representation in discourse.

Therefore, this study aimed to discuss critical discourse analysis in CNN political news, both types and process. In addition, this study is also intended to elucidate the process of critical discourse analysis in CNN political news. As a result, The research titled "Examining Social Actors Representation in CNN's Political Headline News through Critical Discourse Analysis" was conducted to examine how social actors were portrayed in the political news that CNN presented in its lead parts.

1.2 Research Questions

Referring to the description of the background above, it is formulated with the following question.

1. What kind of exclusion and inclusion strategies found in social actors representation is used by CNN?
2. How is the representation of Russia and

3. raine shown in CNN political headline news?

1.3 Objectives of The Study

With reference to the questions mentioned, the following goals are sought to be accomplished by this investigation:

1. To recognize the methods employed in the portrayal of social actors as observed in CNN's presentation.
2. To explain how the representation of Russia and Ukraine showing in CNN political headline news.

1.4 Significance of The Study

This research offers dual contributions, encompassing both theoretical and practical implications. Theoretically, its findings are poised to enhance and broaden the understanding of critical discourse analysis, especially on social actors. Practically, The author anticipates that this study's findings will advance understanding about critical discourse analysis markers toward readers, give information about critical discourse analysis and can be used as a reference for next researchers, and who want to analyze the same or similar topics as In the course of this study.

1.5 Scope and Limitation of The Study

The focus of this research is the analysis of critical discourse analysis in particular social actors representation in CNN political headline news. The limitation of the study is headlines about Russia-Ukraine news using Van Leeuwen's theory (2008), The examination employs a grammatical framework to demonstrate how actors are depicted in political news. It explores the strategies of exclusion and inclusion techniques in portraying social actors involved in Russia and Ukraine matters within CNN's political headlines. Focusing solely on CNN as a single news outlet, specifically its coverage from June 9, 2023, the study delves into how social actors are represented in these geopolitical contexts.