CRITICAL DISCOURSE ANALYSIS AT CNN YOUTUBE CHANNEL "CNN POLITICAL COMMENTATOR ALICE STEWART DIES AT AGE 58"

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ABSTRACT

This research aimed to explain the Critical Discourse Analysis, which are found in video in CNN YouTube channel entitled "CNN Political Commentator Alice Stewart Dies at Age 58". This research used a qualitative descriptive research design. The object of this research is the dialogue in the video at CNN YouTube channel. This research used CDA theory by Leeuwen (2008). The technique of data collection used in this research was a documentation method. The data collection steps in this research are downloaded, watched, wrote, marked or highlighted, and investigated. The procedure of data analysis was analyzed using processes, data reduction, display, conclusion, drawing and verification. The result of this research shows that there are 27 critical discourses analysis found in this video, Including type Objectivity-Abstraction, type Nomination-Identification, type Determination-Indetermination, type Assimilation-Individualization. Therefore, it can be assumed that the determination-indetermination is the one most widely used in the video.

Key words: Analysis, Critical Discourse, Video, YouTube

INTRODUCTION

Linguistics is understanding the nature of language and how it functions in communication, thought, and social interaction. Halliday (1961), states that Linguistics is the study of language in its social context, emphasizing the functions of language as a tool for communication within society. In other word Linguistics will help understand how people communicate and assign meaning, how they do things with words or how language relates to social factors. One of the communications in linguistics is discourse.

Discourse is linguistic communication seen as a transaction between speaker and hearer, as an interpersonal activity whose form is dtermined by its social purpose (Mills,1997). Discourse has a broader position than clauses and sentences, because

discourse includes ideas and concepts in a text. Discourse is a series of complete utterances in an orderly and systematic act of communication that contains ideas, concepts, or effects formed in a particular context (Foucault, 1972). Every act of communication is part of discourse, because communication involves the sender of the message, the recipient of the message, and the message or unified meaning that is intended to be conveyed. There are many types of discourse. Based on Mulyana (2005), types of discourse includes: Based on the member of speakers (monologue discourse and dialogue discourse), Based on its nature (fictional discourse and non-fiction discourse), and Based on the Conveying Media (oral discourse and written discourse). Written discourse is a form of communication that uses language in written form. It includes various written texts, such as books, articles, essays, letters, and others. Oral discourse is a form of communication that uses spoken language. Oral discourse can be seen in electronic media and digital media. In the context of electronic media, oral discourse can be found in news broadcasts, interviews, discussion panels, television programs and radio news. In contrast, the context of digital media, oral discourse can be found on websites, mobile applications, podcasts and social media.

According to Nabila (2020), social media is an online media that operates with the help of web based technology which makes changes in terms of communication which previously could only be one-way and has changed to two-way or can be called interactive dialogue. Social media is a place, service and tool that allow everyone to connect so they can express and share with other individuals with the help of the internet. Several types of popular social media sites currently include Instagram, Twitter, Facebook, TikTok, and YouTube.

According to Faiqah (2016), YouTube is a popular video sharing site because users can load, watch and share video clips for free. So currently YouTube is in great interested by various groups, starting from children, teenagers, and even adults. YouTube is a video site that provides diffetent information in the form of 'moving images' and is reliable. Following reality, there are many things that are generated by YouTube, news that has become big headlines and public opinion at this time. YouTube provides an audio-visual spectacle that is able to provide news and information to audience. There are many news channels on YouTube, including the CNN channel.

The CNN channel first joined on October 2, 2005, with 16.4 million subscribers and 165,101 videos uploaded, with 15,913,263,624 views. CNN's YouTube channel Staffed 24 hours, seven days a week by a dedicated team in CNN bureaus around the world, CNN delivers news from almost 4,000 journalists in every corner of the world.One of the CNN journalists is Jessica Dean. The YouTube channel contains videos about news and information. One of the news stories that has a lot of attention nowdays is "CNN Political Commentator Alice Stewart Dies at Age 58", with 9.7 thousand accounts like the video and 841,512 accounts watching it within 12 days after it was uploaded. The large amount of news circulating on YouTube social media makes people misunderstand it. There is one method used to examine news reporting, namely critical discourse analysis or CDA (Azis, 2021)

According to Paltridge (2012), critical discourse analysis examines the use of discourse in relation to growing issues in society and questions why it is used in a particular way and the implications of using such discourse. The application of Critical Discourse Analysis aims to reveal hidden messages in communication. Critical discourse analysis looks at dominant language factors. This view shows that language can be used to see power bias in the public sphere. This is useful for finding out more about the text production system in the mass media and journalists' points of view. One theory that can help in analyzing discourse in the news is the theory developed by Theo van Leeuwen.

Leeuwen (2008), stated that: Representations include or exclude social actors to suit their interests and purposes in relation to the readers for whom they are intended. He presents a critical discourse analysis model that can detect how a group is positioned. In Theo van Leeuwen's theory of critical discourse analysis, it focuses on two factors, there are exclusion and inclusion. the exclusion of actors or social groups, whether or not the actors are obscured in the news text and inclusion, which is related to the appearance of the actors or social groups involved in the report news events, so it can be concluded that Leeuwen's approach really pays attention to the position or marginalized of actors in a discourse or news text. The purposes of this research is to explain kinds of inclusion and exclusion model critical discourse analysis at CNN YouTube Channel with a video entitled "CNN Political Commentator Alice Stewart Dies at Age 58".

RESEARCH METHOD

This study used a qualitative research design. The objective of this research is to explain kinds of inclusion and exclusion model critical discourse analysis at CNN YouTube Channel with a video entitled "CNN Political Commentator Alice Stewart Dies at Age 58." There are some stages that can be conducted by the researcher to explain this research, including selecting the problem, reviewing the literature, designing the study, collecting the data, analyzing the data, interpreting the data, and reporting the findings.The researcher collected data through the documentation method. There are five steps that the researcher can use to collect data through documentation techniques such as downloading, watching, marking or highlighting, and investigating. The procedure of data analysis was analyzed using processes: data reduction, data display, and conclusion, drawing, verification.

FINDINGS

Here are the presented results of the research about the analysis of kinds of inclusion and exclusion model critical discourse analysis at CNN YouTube Channel with a video entitled "CNN Political Commentator Alice Stewart Dies at Age 58.The Critical Discourse Analysis (CDA) based on Leeuwen (2008), including exclusion model, namely objectivity-abstraction, nomination-identification, determination-indetermination, and assimilation-individualization.The findings for each are as follows:

1. Objectivity-Abstraction

   The table below identified Objectivity-Abstraction CDA found in the video

Table 4.2 Data Findings of Objectivity-Abstraction

No	Data	Explanation
1.	…CNN political commentator and Republican strategist Alice Stewart has passed away…	This data includes objectivity because it shows a clear incident *Alice Stewart has passed away*
2.	…I first met Alice in 2007. She was working on the Mike Huckabe presidential campaign, his first one…	The data *I first met Alice in 2007*, shows that it includes objectivity because it shows a clear number, namely, *2007*
3.	…And she was so valuable to not just Mike Huckabee, but after his campaign was over to other candidates who, you know, sort of hired her right away when they decided that they, too, wanted to run for president, whether it was Rick Santorum in 2012, Ted Cruz in 2016…	In this data, it shows that it includes objectivity because it shows a clear number, namely, *2012* and *2016*.
4.	…She and I got to be friends back in the 2012 campaign…	In this data, it shows that it includes objectivity because it shows a clear number, namely *2012*
5.	…Alice Stewart has died at the age of 58…	This data includes objectivity because it shows a clear incident *Alice Stewart has passed away* and clear number *age of 58*
6.	…And so she would take the reins repeatedly…	This data is an abstraction because it shows the sentence in the abstract, namely repeatedly,

From the table above, the reseacher found that there are 6 kinds of CDA Objectivity-Abstraction data.

2. Nomination-Identification

   The table below identified Nomination-Identification CDA found in the video.

Table 4.3 Data Findings of Nomination-Identification

No	Data	Explanation
1.	…Alice and I both got out start in Arkansas, television and local news…	This data is included in identification because it explains how a particular actor, group, event or action occurs. in the contest the sentence explains that *Alice started working in Arkansas, television*

		and local news.
2.	…Alice was such not only a wonderful insight and brain and asset here at CNN, but she was also just a good person, a person whose faith was so much at the center of her life…	This data is included in identification because it explains how a particular actor, group, event or action occurs. in the contest the sentence explains that *Alice was such not only a wonderful insight and brain but Alice was also just a good person, a person whose faith was so much at the center of her life*
3.	…She (Alice) was doing her job and acting as a spokesperson or press secretary for Mike Huckabee…	This data is included in identification because it explains how a particular actor, group, event or action occurs. in the contest the sentence explains that *Alice was doing her job and acting as a spokesperson or press secretary for Mike Huckabee*
4.	…She (Alice) came from journalism. She started out in her home state of Georgia, in Savannah, and then she went to Little Rock where she was an anchor, as you said, it was it was where you were as well until she made the move over to politics to work for the then governor of Arkansas…	This data is included in identification because it explains how a particular actor, group, event or action occurs. In the contest the sentence explains that *Alice came from journalism, She started out in her home state of Georgia, in Savannah, and then Alice went to Little Rock where she was an anchor, and than Alice made the move over to politics to work for the then governor of Arkansas.*
5.	…She (Alice) also worked for Michele Bachmann…	This data is included in identification because it explains how a particular actor, group, event or action occurs. in the contest the sentence explains that *Alice worked for Michele Bachmann*
6.	…She (Alice) is somebody who routinely filled in for me on Sirius XM, the podcast channel as a well respected journalist, as a radio host…	This data is included in identification because it explains how a particular actor, group, event or action occurs. In the contest the sentence explains that *Alice is a caring person who regularly fills in for her colleagues at Sirius XM, a podcast channel as a respected journalist, as a radio host.*
7.	…That we should know about Alice is that she was a fellow up at Harvard…	This data is included in identification because it explains how a particular actor, group, event or action occurred. in the

		contest the sentence explains that *Alice is a graduate at Harvard*
8.	…She (Alice) always came on set with this big smile on her face and that that wonderful southern accent of hers…	This data is included in identification because it explains how a particular actor, group, event or action occurs. In the contest the sentence explains that *Alice had a big smile on her face when she came on set and had her wonderful southern accent.*

From the tabel above, the reseacher found that there are 8 kinds of CDA Identification data.

3. Determination-Indetermination

The table below identified Determination-Indetermination CDA found in the video.

Table 4.4 Data Findings of Determination-Indetermination

No	Data	Explanation
1.	…Above all We've got Jim Acosta on the line as well, Jim, it was her kindness…	This data included determination becasuse the actor identity clearly, here *Jim Acosta* on the line as well
2.	…Stay with us. We have Maria Cardona on the phone as well. Mary, are you there?...	This data included determination becasuse the actor identity clearly, here *Maria Cardona* on the phone as well
3.	…Laura Coates, CNN anchor Laura Coates, who's also with us….	This data included determination becasuse the actor identity clearly, here *CNN anchor Laura Coates*, who's also with us.
4.	…She told it straight with a smile, with good nature…	This data is included indetermination because the actor is not explitcitly mentioned, who is *she* in the sentence She told it straight with a smile, with good nature.
5.	…If she was in the room, she was unapologetically guided by her moral compass….	This data is included indetermination because the actor is not explitcitly mentioned, who is *she* in the sentence If she was in the room, she was unapologetically guided by her moral compass.
6.	…For her beautiful mind, her spirit, and the way she made you feel when you were in her presence…	This data is included indetermination because the actor is not explitcitly mentioned, who is *her* in the sentence For her beautiful mind, her spirit, and the way she made you feel when you were in her

		presence.
7.	…This was politics was just a passion for her...	This data is included indetermination because the actor is not explitcitly mentioned, who is *her* in the sentence this was politics was just a passion for her.
8.	…She was smart. She was firm. She was very much a believer in her conservative values and her her conservative beliefs…	This data is included indetermination because the actor is not explitcitly mentioned, who is *she* sentence She was smart. She was firm. She was very much a believer in her conservative values and her her conservative beliefs.
9.	…She was very much a believer in her conservative values and her her conservative beliefs…	This data is included indetermination because the actor is not explitcitly mentioned, who is *she* in the sentence She was very much a believer in her conservative values and her her conservative beliefs.

From the information of data above, the reseacher found that there are 9 kinds of CDA Indetermination-Determination data.

4. Assimilation-Individualization

The table below identified Assimilation-Individualization CDA found in the video.

Table 4.5 Data Findings of Assimilation-Individualization

No	Data	Explanation
1.	…She worked with Mitt Romney and Rick Santorum, Michele Bachmann, just to name a few…	This data is included in individualization because the actor is clearly mentioned here, She worked with *Mitt Romney and Rick Santorum,Michele Bachmann,*
2.	…She also hosted a podcast with her friend and Democratic strategist Maria Cardona called Hot Mikes from Left to Right…	This data is included in individualization because the actor is clearly mentioned here, *Democratic strategist Maria Cardona*
3.	…And joining us now on the phone is CNN anchor Wolf BLITZER..	This data is included in individualization because the actor is clearly mentioned here, *CNN anchor Wolf BLITZER*
4.	…I believe we also have CNN anchor Dana Bash. Dan, are you with us?...	This data is included in individualization because the actor is clearly mentioned here, *CNN anchor Dana Bash*

From the information of data above, the reseacher found that there are 4 kinds of CDA Individualization data.

DISCUSSION

In this part, the researcher discussed the result of the data findings above. The discussion aims clearly answer the objectives of this research. The discussion in intended to find out what are kinds of inclusion and exclusion model critical discourse analysis at CNN YouTube Channel with a video entitled "CNN Political Commentator Alice Stewart Dies at Age 58"? In this discussion, the researcher purposefully taken different kinds of CDA, including objectivity-abstraction, nomination-identification, determination-indetermination, and assimilation-individualization, as a sample. In this part of the discussion, the researcher analyzed the data using the CDA theory proposed by Leeuween (2008).

After analyzing the data, the researcher found 27 CDA in the video entitled "CNN Political Commentator Alice Stewart Dies at Age 58", but the researcher only presents some dialogues as representations for each CDA. It is because of the limitations of time, energy, and the number of pages in this part. The researcher thinks that these samples of data represent the whole set of data that the researcher presented earlier.

1. Objectivity-Abstraction
➢ Here the dialogue of objectivity-abstraction CDA:

   a) …CNN political commentator and Republican strategist **Alice Stewart has passed away**… (0.05-0.08).
     • Context of the situation
       The dialogue between Jessica Dean as the news anchors of the day and the audiences.
     • Explanation
       In this data, Jessica Dean, the news anchor of the day, explained the incident clearly. Provide concrete, clear, and specific information regarding the incident of Alice Stewart's death. The information provided by an actor regarding an event or incident is in the form of concrete instructions without any ambiguous meaning; it means that the data are included in objectivity CDA..

   b) …And so she would take the reins **repeatedly**… (9.20-9.23)
     • Context of the situation
       The dialogue between Laura Coates as an interviewee and Jessica Dean.
     • Explanation
       In this data, Laura Coates was as one of the people interviewed on the news said a abstract data. The process of describing an actor in an abstract way, it means that the data are included in abstraction. The characteristic of this abstraction process is marked by using words repeatedly.

The use of both phrases "Alice Stewart has passed away" and "take the reins repeatedly" show the concrete and abstract information about the event being reported, which is related to Leeuwen's theory that objectivity-abstraction are information or performances carried out by actors either clearly (objectivity) or the process of describing the actor unclearly (abstraction).

2. Nomination-Identification

> Here the dialogue of nomination-identification CDA:

a) …**Alice was such not only a wonderful insight and brain and asset here at CNN, but she was also just a good person, a person whose faith was so much at the center of her life**…(1.16-1.26).

- Context of the situation

   The dialogues between Jessica Dean as the news of the day and the audience.

- Explanation

   In this data, Jessica Dean as the news anchor clearly identified Alice Stewart. Treatment of actors displayed by clearly identifying the actor, both in terms of social, physical, and social categories specific event or action, explains how a particular actor, group, event, or action occurs. It means that the data are included in identification CDA.

b) …That we should know about **Alice is that she was a fellow up at Harvard**…(13.46-13.48)

- Context of the situation

   The dialogue between because Jim Acosta as one of the people interviewed on the news that day and Jessica Dean.

- Explanation

   In this data, Jim Acosta as one of the people interviewed on the news that day clearly identified Alice Stewart. Treatment of actors displayed by clearly identifying the actor, both in terms of social, physical, and social categories specific event or action, explains how a particular actor, group, event, or action occurs. It means that the data are included in identification CDA.

The use of both phrases " Alice was such not only a wonderful insight and brain and asset here at CNN, but she was also just a good person, a person whose faith was so much at the center of her life ", and " That we should know about Alice is that she was a fellow up at Harvard ". Used to show the treatment of actors who are displayed by clearly identifying the actor from their physical social category as well as certain events or actions. This is in accordance with Van Leeuwen's theory that identification "occurs when social actors are defined, not in terms of what they do, but in terms of what they, more or less permanently, or unavoidably, are".

3. Determination-Indetermination

> Here the dialogue of determination-indetermination CDA:

a) …Above all We've got **Jim Acosta on the line as well,** Jim, it was her kindness… (11.17-11.21).

- Context of the situation

   The dialogue between Jessica Dean as the news of the day and Jim Acosta as an interviewee.

- Explanation

In this data, Jessica Dean, the news anchor of the day, presented Jim Acosta by displaying their name. It shows an actor who is mentioned clearly by stating the name or the general characteristics of the actor; it means that the data included in determination CDA.

b) …**She told it straight with a smile**, with good nature… (4.35-4.37).

- Context of the situation

    The dialogue between Dana Bash as one of the people interviewed on the news of the day and Jessica Dean.

- Explanation

    In this data, Dana Bash, as one of the people interviewed on the news presented that day, stated an anonymous actor. Treatment of actors whose names are not clearly stated but are only mentioned anonymously: this means that the data is included in the determination CDA.

Based on the video, it can be seen that there is a names to provide the identity of the actors involved in the news event and some use anonymous phrases in the news. Interested parties have been shown clearly without causing a generalizing effect on the audience, as in the phrase "Laura coaster CNN Anchor Laura coates who's also with us" therefore, based on the text in the video, it can be concluded that the media has acted fairly in reporting the identities of the actors involved and has not given special treatment to any of the actors and related to theo leeuwen theory's that determination identity is, one way or another, specified, used ofs the word she in phrases such as "she tells it straight with a smile, with good nature" is an anonymous phrase to describe an actor who are presented unclearly. This is in accordance with Leeuwen's theory that indetermination is the treatment of actors whose names are not clearly stated but are only anonymous.

4. Assimilation-Individualization

➢ Here the dialogue of assimilation-individualization CDA:

a) …She also hosted a podcast with her friend and **Democratic strategist Maria Cardona** called Hot Mikes from Left to Right… (0.27-0.32)

- Context of the situation

    The dialogues between Jessica Dean as the news anchor of the day and the audience.

- Explanation

    In this data, Jessica Dean as the news anchor that day, specifically conveyed to that Maria Cardona as a democratic strategist. Giving clear categories to actors social with specific and more detailed: this means that the data is included in the individualization CDA.

b) …And joining us now on the phone is **CNN anchor Wolf BLITZER**…(1.06-1.07)

- Context of the situation

    The dialogues between Jessica Dean as the news anchor of the day and the audiences.

- Explanation

In this data, Jessica Dean as the news anchor of the day, specifically conveyed to that Wolf BLITZER as a CNN anchor. Giving clear categories to actors social with specific and more detailed: this means that the data is included in the individualization CDA.

Based on the video, it can be clearly seen that the actors involved in the news event have been shown clearly and specifically. Therefore, it can be concluded that the media has treated the actor's appearance fairly without any intention of giving special treatment to any of the parties in the news.This is in accordance with theo Van Leeuwen's theory, "Individualization is realized through singularity and assimilation through plurality." This means that Individualization is a social actor whose categories are reported or shown clearly.

CONCLUSION

After analyzing the data, There were some critical discourse analyses found in the video entitled "CNN Political Commentator Alice Stewart Dies at Age 58" that were analyzed through a theory from Theo Van Leeuwen (2008). The researcher focused on the utterances, words, sentences, and phrases in the video. There are 4 types of inclusion model consisting of 27 data namely, objectivity-abstraction (6 data), nomination-identification (8 data), determination-indetermination (9 data), and assimilation-individualization (4 data). The most dominant type of CDA in this research is determinations-indetermination (9 data).

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