Critical Discourse Analysis of the Headline News in *The Guardian* and *The Daily Telegraph*

Maqvira Rachma Mardhyarini

English Literature, Faculty of Languages and Arts, State University of Surabaya
virahatch@yahoo.com

Lisetyo Ariyanti, S.S., M.Pd

English Literature, Faculty of Languages and Arts, State University of Surabaya
lisetyoariyanti@unesa.ac.id

Abstrak

Terdapat banyak macam surat kabar di Inggris, hampir setiap surat kabar tersebut mendukung sebuah partai tertentu, seperti halnya *The Guardian* dan *The Daily Telegraph*. Ketika masa kampanye untuk pemilihan umum di bulan Mei 2015, terdapat sebuah isu yang menghebohkan dan tersebar di seluruh penjuru negara. *The Guardian* dan *The Daily Telegraph* menerbitkan berita mengenai isu tersebut namun dalam cara yang sangat berbeda. Hal demikian terjadi karena kedua surat kabar tersebut memiliki pandangan yang berbeda, yakni mendukung atau menentang seseorang yang di dalam isu. Kedua berita diinterpretasikan menggunakan tiga tingkatan konteks wacana: makro, meso, dan mikro. Sebuah isu yang dikaitkan dengan informasi di luar teks akan mejadi fokus utama dalam analisis di makro dan meso level. Pada mikro level, analisis melihat langsung pada penggunan bentuk-bentuk linguistik di dalam teks. *The Guardian* menuliskan hampir semua kalimat dalam bentu aktif, cenderung menamai orang-orang dalam teks secara individu, sering menambahkan frasa modifikasi sufiks, dan menuliskan kutipan-kutipan dalam bentuk langsung untuk mengungkap isu pada saat itu. *The Daily Telegraph* juga menuliskan kalimat-kalimat menggunakan bentuk aktif namun lebih sering menyebut nama ataupun sumber informasi secara kolektif. Hal tersebut terjadi karena *The Daily Telegraph* membutuhkan informasi ataupun fakta yang dapat membantu seseorang di dalam isu pada saat itu, meskipun sumber dari informasi tersebut tidak begitu jelas, informasi tersebut tetap disajikan. Untuk mengindari penulisan nama seseorang secara langsung untuk sumber informasi, *The Daily Telegraph* menuliskannya dalam bentuk grup. Surat kabar ini juga banyak menambahkan klausa modifikasi sufiks, dan menuliskan penyataan-pernyataan dalam bentuk kutipan tidak langsung untuk memperbaiki reputasi seseorang di dalam isu tersebut.

Kata Kunci: Tiga Tingkatan Konteks Wacana (makro, meso, mikro), *The Guardian, The Daily Telegraph*

Abstract

There are many kinds of newspaper in United Kingdom, those newspapers mostly have a party on their side, for examples are *The Guardian* and *The Daily Telegraph*. During the campaign period for general election on May 2015, there was a big issue spreaded around the country. *The Guardian* and *The Daily Telegraph* released the news related to that issue in a total different way. It has come to this because those newspapers have a different view, whether they support or against the one in the issue. The two news are interpreted using three levels of discourse context: macro, meso, and micro. The latest issue which is combined with the information outside the text is being the focus in macro and meso-level analysis. In micro-level, the analysis looks directly into the use of linguistic devices in news. *The Guardian* writes almost all the passages in active voice, tends to name the people individually, likes to add phrasal post-modifier, and puts the quotations in direct form to reveal the issue. Meanwhile, *The Daily Telegraph* also uses active voice but it tends to name the people or the source collectively. It has come to this because *The Daily Telegraph* needs to serve some information or facts to help the person on the issue so then they still provide the infromation eventhough the source is not clear enough, and for getting rid from writing the name of the person or the source, *The Daily Telegraph* named them in group. This newspaper also likes to add clausal post-modifier to modify the noun, and writes the statements in indirect quotation to fix the reputation of the one in the issue.

Keywords: Three Levels of Discourse Context (macro, meso, micro), *The Guardian, The Daily Telegraph*

INTRODUCTION

Newspaper is a great medium which can be very helpful to express and deliver someone's ideas, show the power of a person or further persuade the ones who read that. It can also be said that newspaper is a source of power in society. It could happen since it is known that the words used whether spoken or written are never neutral everything that people say or write always carry a hidden message, moreover, show the power that reflects our interest (Fiske, 1994:19)

The practice of this power usefulness of newspaper can be seen clearly especially in United Kingdom. There are many newpapers in UK and mostly each of them has a party on their side, this phenomena grows clerarer when the period of general election comes. Related to that, the existance of some newspapers there is likely being very helpful for the campaign of a certain party during the election period. There are various newspapers, and each newspaper will always endorse a party or individual candidate for the United Kingdom general election. Those newspapers publish the news in their perspective and, of course, this perspective supports the party which is in their side. The news, which is related to the election, shows that they are supporting a party and somehow against other parties.

United Kingdom general election in 2015, was held in 7 May. During the period of campaign, there was a huge issue spreaded around the country. It was about Grant Shapps, the co-chairman in Conservative party, was reported that he edited his own Wikipedia entry to boost up his reputation. This issue had been succeed on appearing in many headline news of the newspapers in UK. Comparing between two newspapers which publish the news about that issue but in different perspective, because one of them seems to support Grant Shapps and the other one is against him, would be conducted in this study. As what Fairclough (1989:47) believes that mass-media discourse is interesting because the nature or the power relations set in it is often not clear, and there are reasons for seeing it as involving hidden relations of power.

According to that, this study serves some paragraphs which informs the readers about the ways in which two newspapers in UK released the same topic of news but in different view. The news are taken from *The Guardian* and *The Daily Telegraph*. *The Guardian* is a British national daily newspaper. It was first founded in 1821 as a local paper as a replacement for the Manchester Observer, it was known as The Manchester Guardian until 1959. In the 2015 United Kingdom general election, *The Guardian* stands behind the Labour party, but it is also supported the Liberal Democrats. Meanwhile, *The Daily Telegraph* is a

daily morning broadsheet newspaper which is published in London by Telegraph Media Group and distributed all around the United Kingdom and abroad. Curtis (2006) said that *The Daily Telegraph* has been politically conservative in modern times, so for the election it always supports the Conservative party.

The news titled "Nick Clegg mocks Grant Shapps over Wikipedia affair" from *The Guardian* and "Wikipedia administrator who accused Grant Shapps of editing pages of Tory rivals is Liberal Democrat activist" from *The Daily Telegraph* are interpreted in its full context using three levels of discourse context in CDA. This study answers some questions such as the levels of discourse context which appear in the news and the way in which each newspaper uses the levels of discourse context.

This study is expected to serve the verification of the theory in used, which is CDA. As for the practice, this study is expected to wider the knowledge of the readers about CDA which appears in the headline news of two different newspapers in United Kingdom. It is also hoped that in the future this study can give some information and can be a source for the readers to enrich their knowledge in linguistics branch which is CDA, especially the three levels of discourse context and hidden power behind words, or it can also be a reference for the next research.

CRITICAL DISCOURSE ANALYSIS (CDA)

CDA is a Discourse Analysis which aims to explore some unclear relationships of causality and determination between discursive practices, events and texts, and wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise and ideologically shaped by relations of power; and to explore how the opacity of these relationship occur (Fairclough and Holes, 1995:32).

Van Dijk (1997:43) supports the theory above and adds that CDA is concerned with the study of analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias. It examines how these discursive sources are maintained and reproduced within specific social, political and historical contexts.

CDA can be used to analyze texts of many different topics. The main reason for a study using this theory is usually political motivated. Richardson (2007:44) states that almost any text written about these topics can be analyzed using CDA, as journalists constructing these texts have to make a number of decisions in how an ideology will be represented. For example, choices of who to take quotes from, terms used to name someone, what

perspective the text is written from, etc. can all have an impact on the ideology that the text portrays overall.

When analysing a news which is in the form of a text, CDA has something named levels of textual analysis. Fairclough (2003) believes that for the textual analysis, texts are interpreted using the three levels of discourse contexts, those are Micro, Meso and Macro. At the *macro-level*, people will analyze the relation between the text and the broader social ideologies. At the next level which is *meso-level*, the analysis focuses on the context of how the text is perceived and how it is initially produced. In this level, the interpretation accounts for the place, the time and the audience of the text. Moreover, it encompasses the perspectives the writer intended to promote (Richardson, 2007:38). Lastly, according to Fairclough (2003:37) the *micro-level* of discourse looks at the actual articulations of the text, and the linguistic features and devices to depict the given idea.

In the last level of discourse context, which is micro-level, the analysis considers the use of some linguistic devices. Related to that, grammar and lexeme are the the common examples to those linguistic devices. In analysing the news, those are included as the important elements. Some common linguistic devices studied by critical discourse analysts are explained by Johnstone (2008) as follows:

- **Active or passive voice**

    The form of a sentence, whether it is active or passive, is important in the analysis of newspaper. The use of an active verb gives a clear description of who performed a partivcular action, and to whom the action is being done. Oppositely, the use of a passive voice can tell what has been done, and also to whom the action is being conducted, but does not blame anyone in particular (Johnstone, 2008:55)

- **Naming**

    Richardson believes that the way people are named in news discourse can always make big impact for them to be viewed. People are all possesing a range of identities, roles and characteristrics that could be used to describe them equally accurately but not with the same meaning. The manner in which social actors are named can also signal the relationship between the namer and the named (2007:49). Johnstone (2008:58) explains that the decision on what to call someone or something can constitute a claim about that.

- **Pre and post modifier**

    Pre and post modifier is the choice for a writer to modify a noun. According to Biber (1999:122), pre-modifiers and post-modifiers are about equally common.

It appears in two ways: before the head noun (pre-modifiers) and after the head noun (post-modifier).

Post-modifier has several types, those are clausal post-modifiers and phrasal post-modifiers. In clausal post-modifier, the modifier is in a form of a full adjective clause. An adjective clause is a dependent clause that modifies a noun, It describes, identifies, or gives further information about a noun. An adjective clause can also be known as relative clause (Azar, 1992:238)

Both types are used to emphasize the actor. According to Halliday (1985:108) Noun modifiers are generally much more common in informational written registers (like academic prose or newspaper reportage) than in other registers.

- **Direct and indirect quotation**

    It is known that direct quotation is like exactly what the speaker says or the author writes and it will always be written in quotation marks, while the indirect quotation is the paraphrase form from the actual sayings. An article usually uses both the indirect and direct quotation for different backgrounds and purposes. The direct quotation can somehow depict the fact but in indirect quotation the speaker and what he or she says is oftenly blur .

The theory of power and dominance in discourse is also being the framework for this study. Van Dijk (1996:84) explains that power is based on privileged access to valued social resouces. This explanation leads to the answer of why does each newspaper can have such perspective. Another theory which supports this study is media discourse theory from Fairclough (1995:55). His belief that this media discourse also influences private domain discourse practices, providing models of conversational interaction in private life which are originally simulations of the latter but which can come to reshape it, can also explain the works of the two newspapers.

METHOD

This study is classified as descriptive qualitative study as it is matched with the following characteristics of descriptive qualitative. First, the data come from the natural setting, and it is focusing a lot on people. For the next, his study is exploring and understanding the meaning based on individuals or groups about a social or human problem (Rossman and Rallis, 2003:57). The data for this study are collected from the news taken from the online site of *The Guardian* (www.theguardian.com) and *The Daily Telegraph* (www.telegraph.co.uk). The news are titled "Nick Clegg mocks Grant Shapps over Wikipedia affair" and "Wikipedia administrator who

accused Grant Shapps of editing pages of Tory rivals is Liberal Democrat activist".

The tools used by the writer are the two headline news from *The Guardian* and *The Daily Telegraph.* The writer used her skill on choosing the data. The primary instrument for the research was the writer. Laptop and any electronic devices were being the tools which support the instruments to do the observation.The writer could access the two news so the observation could be done.

RESULT AND DISCUSSION

The news from *The Guardian* and *The Daily Telegraph* are all using the three levels of discourse context (macro, meso, and micro). These three levels are interrelated.

The topic on the two headline news are the same, it is about the latest issue that surrounds the society and somehow can shape their belief about Grant Shapps and his party. The issue at that time was Grant Shapps, a leading person from Conservative party, was accused that he edited his own Wikipedia entry to boost his reputation up. This issue is the thing which is being the analysis in macro-level

The analysis in meso-level is taking point on the factors outside the news such as the background of the readers of the text, the background of the writers or publishers, and the small thing but a big deal: time producing. It has been already stated that *The Guardian* is a UK newspaper which supports Liberal Democrats and Labour party for the general election, while *The Daily Telegraph* stands behind Conservative party. In this case, that explanation is the most essential analysis in meso-level.

Another thing is the consumers of the text. These news were taken from the online site of each newspaper. There is no cost for everyone who wants to read them, it means that it can be accessed by the ones who want. These news were containing the latest issue about a person from one of the known party in United Kingdom, and it was also published around the campaign time. It might be true that many of the people in UK read this news as they want to know what kind of party that can they choose when the election time comes.

The last factor found in meso-level which supports the analysis above is the time production of each news. The news were published in the same day but different time, those were both released on Wednesday 22 April 2015. The Guardian published it first at 09.47 AM while The Daily Telegraph did it at 3:12 PM. This may be a little thing but this comes to be a big thing to be discussed. The Guardian released the news first because it was a big opportunity for Liberal Democrat's campaign by making a news which can put the other side down. Not so long after

that, The Daily Telegraph also released a news related to what The Guardian wrote. It was because they wanted to make the thing right, they did not want to stay still and they had to fix Shapps' reputation by making a news that can somehow show that he does not do wrong.

Those first two levels: macro and meso, are used by them to make the basic of the news. For example, the analysis from macro-level and meso-level can explain that the current issue is being a benefit for *The Guardian*, so then they produced the news and alleged the story about Grant Shapps first. Since *The Daily Telegraph* supports Grant Shapps' party, they have to help Shapps and arrange a news that somehow can make the readers fold their belief and think that Shapps is not the one who does wrong.

Combining both the factors found in macro-level and meso-level can show and explain why each newspaper wrote the news in their ways. The writer of the news published by *The Guardian* casually wrote the news because the current issue stated in the macro-level has already on their side. Because *The Guardian* stands behind Liberal Democrats party, the writer wrote the news as it is. He did not have to be careful and somehow could write it in relax because his task was only to deliver the news without having any responsibility to change anything. In this case, *The Guardian* had the social power as they could be the first who released this issue which somehow could shape and control the mind of the society, as it is known that power can control an action or the minds of society and moreover it can shaped their beliefs.

Meanwhile for *The Daily Telegraph*, it used the thing explained in the analysis of macro-level and combined it with the meso-level as if the current issue which appears in the macro-level was not true. The writer, with the background like in the meso-level: supporting Conservative party, wrote in a paticular way so then he could show that the issue is completely wrong. *The Daily Telegraph* tried to change Shapps' reputation through the text because this newspaper stands behind his back. From the way the Telegraph's writer write the news, it could somehow make the readers who at first think that Shapps is wrong, will take their head off and think that he is not. If it is so, it means that *The Daily Telegraph* is succeed on doing their job: fixing Shapps' reputation and blame it to other sides. Shapps could have this power and make *The Daily Telegraph* did that because his party has an access to this newspaper as it is known that power is based on privileged access to valued social resources.

The way in which each newspaper wrote the news based on the analysis in macro-level and meso-level is depicted from the particular things found in micro-level. The use of lexical and grammatical points here are being the point of the analysis conducted. The findings for the

analysis using micro-level through the use of some linguistic devices are stated as follows:

- **The use of active and passive voice**

The sentences in either *The Guardian* or *The Daily Telegraph* are mostly written in active voice, there can be only a few sentences in passive voice that can be found. It may be explained because both of them want to make the agents of the particular actions can be seen as clear as they are, as what Johnstone believes that the use of active voice gives a clear view about the agents in actions because they are placed in the first of the sentence.

The Guardian released the news about Grant Shapps and somehow made him looked pitifull by giving the statements from his rival which Guardian stands for: Liberal Democrats, for example when showing that the former leader of Lib Dem mocked him, *The Guardian* writes it in active voice "Lord Ashdown released a joke press...", the use of the active voice here gives a clear view about the one who did the thing. Another reason behind this use of active voice is that *The Guardian* wanted to give further facts when they provide a kind of fact or observation and always state the sources like "A guardian investigation found about..." and "Wikipedia says that...", so the source are being put in the first and there is no deletion.

The same reason behind the use of active voice also goes to *The Daily Telegraph*, but here the perspective is different. *The Guardian* used active voice to state the agents from his own side, the agents there were mostly the people from Liberal Democrats party who mocked Grant Shapps. Meanwhile, here *The Daily Telegraph* used active voice mostly to state and describe Richard Symonds, who they claimed as Liberal Democrats activist. This newspaper used it frequently for stating the agent which was Symonds like "Richard Symonds admitted today...", "Mr Symonds is a staff member at..." and "Mr Symonds did not respond..."

- **The use of naming**

In this lexical point, unlike in the use of active and passive voice which resulted the same, *The Guardian* and *The Daily Telegraph* have a different choice here. *The Guardian* decided to named the people individually rather than chose to named them collectively. The writer named the people by stating their status and usually *The Guardian* used it to names the Liberal Democrats colleagues. By named them in their status rather than in their own names, it can somehow create a different view. People will think differently after reading the way the writer wrote names in the news.

Since *The Daily Telegraph* tried to fix Shapps reputation, they had to collect some statements, opinions or even facts from other sources which may help them to do so. For this, *The Daily Telegraph* chose to named the people or sources collectively. Instead of pointing the source as 'a person', the writer of this news frequently put the name of the source in plural form. They did not directly write the names, or stating the names of some source as the example. The use of naming used by the two newspapers which found in the news are displayed in the table below:

No.	Source	Data	Naming
1.	The Guardian	...that is being used by the Conservative party chairman	Individual
		The deputy prime minister said he believed...	Individual
		Conservative colleagues rallied round...	Collective
		The site's administrator, selected Wikipedia...	Individual
2.	The Daily Telegraph	... is *a leading activist in the Liberal Democrats*	Individual
		Senior Lib Dem figures led a chorus...	Collective
		...attack from *other users of Wikipedia*	Collective
		Mr Symond had not briefed the *Liberal Democrats* about his actions	Collective

- **The use of pre and post modifier**

Modifying a noun helps the writer to give a better view and also emphasize the noun by giving additional knowledge about it. The comparison in this study found out that *The Daily Telegraph* is more likely to use the clausal post-modifier to modify the nouns which are mostly the agents of actions. They used it to recall the readers' memory about what had been done by the actors like Mr. Symonds, *The Guardian*, and the "suspicious" account on Wikipedia.

In contrast, *The Guardian* tends to use more phrasal post-modifier. They only need the modifiers to state the status of each person who delivered their statements or ideas. The people who are described using this phrasal post-modifier are mostly come from Liberal Democrats or can be said as from their own side. Once, *The Guardian* also used pre-modifier by putting the word "Guardian" before the noun "investigation". It is to emphasize that they did their own investigation so the readers will be sure that this investigation was trully implemented. The pre and post-modifier used in the two headline news are stated in the table below.

No.	Source	Data	Naming
1.	The Guardian	Lord Ashdown, *the Lib Dems' former leader and 2015 campaign chief*	Phrasal post-modifier
		Guardian investigation	Pre-modifier
		Nicky Morgan, *the education secretary*	Phrasal post-modifier
		One editor, *part of a Labour/Guardian smear campaign*	Phrasal post-modifier
		Changes made by Contribsx – *including posts critical of cabinet colleagues*	Clausal post-modifier
2.	The Daily Telegraph	Wikipedia administrator *who accused Grant Shapps of editing pages of Tory rivals*	Clausal post-modifier
		The Guardian newspaper, *which broke the alleged story yesterday*	Clausal post-modifier
		The party's former leader, *Lord Ashdown*	Phrasal post-modifier
		"Chase me ladies, I'm the cavalry" *who told The Guardian that...*	Clausal post-modifier
		A spokesman for Wikimedia UK, *Stevie Benton*	Phrasal post-modifier

- **The use of direct and indirect quotation**

The most clear difference which can be found in the headline news from *The Guardian* and *The Daily Telegraph* is in this part: the use of direct and indirect quotation. The actual sayings are served in term of direct quotation, while the indirect quotation is already the paraphrase form from the actual sayings. In paraphrasing, the writer may use another word (synonym) to retell the story or moreover the writer can also put some things aside.

The Guardian serves a bigger number of direct quotations rather than indirect quotations. As the first newspaper which alleged the story, *The Guardian* needs to be factual by serving many statements or information which can be trusted by the readers. Using the direct type of quotation helps *The Guardian* to serve what the readers want. That is the reason why this newspaper decided to

write the statements and infromation just like what it is and also give the clear speaker or source.

It can be seen in the table below that *The Daily Telegraph* wrote the statements or information in indirect quotation instead of putting it in direct quotation. *The Daily Telegraph* needed to collect some information, statements, or facts to help Shapps at that time. Related to that, the writer of this newspaper may write those sayings in indirect quotation because maybe he did not really sure about the actual source even he already stated the speaker. Since the writer thought that he needs those sayings, he still provide those in their news but put it in indirect quotes so he can paraphrase the actual saying and maybe get rid from the need to write the clear source.

No.	Source	Data	Type of Quotation
1.	The Guardian	Clegg said: *"Well, Grant Shapps..."*	Direct quotation
		Nicky Morgan *said it was not something...*	Indirect quotation
		David Cameron was...saying: *"Grant does a great job..."*	Direct quotation
		Shapps *had said it was nonsense...*	Indirect quotation
		Shapps has come out...telling the BBC it was *"categorically false and defamatory"*	Direct quotation
		One editor has given a statement..*"A simple look in my..."*	Direct quotation
		Wikipedia has banned Contribsx and *said any evidence of future...*	Indirect quotation
		A spokesman for the Conservative party said: *"This story is completely.."*	Direct quotation
		"It is untrue from start to finish...," Shapps said	Direct quotation
2.	The Daily Telegraph	Richard Symonds *admitted that he had been...*	Indirect quotation
		Mr Symonds also *admitted that he had briefed...*	Indirect quotation
		He admitted: *"You're right that..."*	Direct quotation
		"I have already reported myself..."	Direct quotation
		Wikimedia UK *said he was not...*	Indirect quotation

		Stevie Benton *said that to the best of...*	Indirect quotation
		"I would be incredibly...," he said.	Direct quotation
		He said that Wikimedia UK did not...	Indirect quotation
		He *said that Mr Symonds had not been...*	Indirect quotation

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CONCLUSION

This study is focused on the analysis of the texts within the use of three levels of discourse context in CDA: macro, meso, and micro. The texts are the news from *The Guardian* titled "Nick Clegg mocks Grant Shapps over Wikipedia affair" and from *The Daily Telegraph* titled "Wikipedia administrator who accused Grant Shapps of editing pages of Tory rivals is Liberal Democrat activist". The writer uses the theory of CDA from Fairclough and Richardson as the main theory. There are several conclusion which can be taken from this journal:

1. All the three levels of discourse context (macro, meso, micro) appear in both news.
2. The three levels above are interrelated.
3. Macro-level and meso-level can explain and give the basic points or the outer information related to the text.
4. In micro-level, the analysis looks directly into the use of some linguistic devices in the text, it somehow can point out the writer/publisher's perspective.
5. *The Guardian* and *The Daily Telegraph* are both using active voice for almost all the passages in the news.
6. *The Guardian* tends to name the people individually while *The Daily Telegraph* prefer to name them collectively.
7. *The Guardian* likes to modify the noun using phrasal post-modifier while *The Daily Telegraph* tends to add clausal post-modifier.

8. *The Guardian* chooses to put the statements or opinions in a form of direct quotation while *The Daily Telegraph* prefers to put those statements or opinions in indirect form.

SUGGESTION

This study is aimed at comparing the same topic of news but different kind of view which were published by *The Guardian* and *The Daily Telegraph.* There are still many things related to linguistics that can be explored in the news reports. Here are several suggestions for the next researchers who want to explore more about news report or moreover conduct another comparison study:

1. Exploring the choice of words use by the writer of the news report.
2. Looking continously at the use of some syntactic point by tracing how and why such sentences can be constructed.
3. Focusing on the objectivity which can lead into the explanation of ideoly formed by language.
4. Analyzing the news report using Pragmatics to find the hidden meanings through the theory of implicature, presupposition, or speech acts.

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