



CRITICAL DISCOURSE ANALYSIS OF PROPAGANDA CREATED BY MIRROR.CO.UK AND THEDAILYSTAR.NET FOR CONCERNING ISLAMOPHOBIA

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Abstract

This research investigates the propaganda techniques used by the online news author concerning Islamophobia. This study used lexical choices by Fairlough's textual analysis and the aim of this study is to identify the words including verb, noun, adverb and the propaganda techniques that used by the news author to describe Islam and Muslims in their news articles. Types of research used in this study are descriptive qualitative research. The results of this study are from mirror.co.uk found that the author used 72 words including verb, noun, and adverb for describing Muslims. Meanwhile, thedailystar.net found that the author used 83 words with negative meaning for describing Islam. From the analysis of the lexical choice, the top frequencies used by the two media are terrorists, extremists, radicals and militants. From the analysis of propaganda techniques, found that both media used name-calling, card stacking, and testimonial propaganda techniques. The two media used name-calling techniques in total 155 words, card stacking in total 31 sentences, and 11 sentences are testimonial propaganda techniques. Both media also used the words which have negative connotation, and images. In such manner, it is proposed that the world of Islam be aware of this false opinion used negative propaganda against Islam and take fitting and convenient measures with the goal that they could present the genuine idea of this holy religion to the world and diminish the quantity of Islamophobic assaults on Muslim people group all through the world.

Key words: Critical Discourse Analysis, Propaganda Techniques, Mirror.co.uk, Thedailystar.net, Islamophobia.

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A. INTRODUCTION

Human is living by innovation, one of the human innovations is in the field of technology. Technology makes it easier for humans to carry out daily life, especially on the internet. By using internet, we could get information from news article more quickly than printed news. The development of technology on the internet has brought many good things to our life. However, the internet also has a detrimental effect on our lives, such as hoax, fake news, and also the propaganda from the news article. In this study, the author was analyzed the propaganda news from news article (online) which blamed muslims community by using Critical Discourse Analysis.

Discourse Analysis is one of linguistic disciplines which belong to macro linguistics. Discourse study is concern to social and political phenomenon which occurs in society. Critical Discourse Analysis is a contemporary way to deal with the investigation of language and talks in social establishments. Drawing on poststructuralist talk hypothesis and basic etymology, it centers around how social relations, personality, information and power are built through composed and spoken writings. Basic talk investigation alludes to the utilization of an outfit of strategies for the investigation of printed practice and language use as social and social practices (Fairclough, 1992b). It works from two expansive hypothetical directions. To begin with, it draws from poststructuralism the view that talk works along the side crosswise over neighborhood institutional locales, and that writings have a valuable capacity in framing up and molding human characters and activities. Second, it draws from Bourdieu's human science the supposition that real printed practices and connections with writings become "exemplified" types of "social capital" with trade an incentive specifically social fields (Fairlough, 1992).

Media, especially news article, plays important role in human life. The media function is not only as a source of information but also as social control. It also deals with the production of beliefs and domination within the social context. Moreover, it is the domain in which social reality is formed and ideologies are normalized (Richardson, 2007:2). The media authors from news agency may express an occasion as their own perspective and their own point of view, it was affected into social life of their readers especially in propaganda anti muslims field. Based on this fact, several researchcers have conducted research in the field of discourse analysis to analyzed how media describing Islam on their news article, including the author of this study. This study is focused on how media (news online) used propaganda by lexical choices, and find the differences and similiarities by the two media to coverage their content based on summary and background of the news articles, in this case *mirror.co.uk* and *thedailystar.net*.

News media is the area where social reality is shaped and ideologies are normalized (Richardson, 2007). This idea is supported by (Lemmouh, 2008:2). He stated that media as the primary source of information in society has power to establish the societies' knowledge, beliefs, values, social relation and identity. The

journalist of the media can construct the news based on their own point of view. Therefore, the news produced by the media could affect reader's assumption about the information that they get. According to Van Dijk (1988:4), there are three conceptions which are implied by the term media news. First, it refers to the latest information about an event, things, or person. Second, it is a type of program in TV or radio which presents news items. The last, the term media news refers to the information about recent events produced by radio, TV or newspaper in the form of text or discourse. However, among these three conceptions, the present study deals with the third conception which consider news media as the information about the latest event presented in a text or discourse. In order to analyse news articles as part of media discourse, it is important to look at the precise structures of news reports.

Van Dijk (1986:155) categorizes news articles into summary, main events, background, consequences and comments. Summary is the headline and lead of the news article which express the most important topics of the text or tell what is the text about. Main events are the part that represents the core event of the news. Background refers to the context of the event. Consequences include the impact of the event, while comments are the opinions of the author or media about the events. Based on these five categories, the analyst could identify the representation of the issue that is produced by the media. The analysis including which topic is put as the most important, what is backgrounded or foregrounded, and also what information is making explicit, or implicit, by the journalist in constructing the news.

In this case, the production of news article as a part of media discourse can also be analysed within the study of discourse analysis. In news articles, everything is described from a particular point of view. It can be said that it is impossible to found objectivity in the production of news (Renkema, 2004:266). This idea is supported by Richardson (2007:87) who states that the voice of the journalist is too loud or too central for the media to be objective. Commonly, in constructing the news text, the author cannot be completely neutral. Therefore, many of the news text produced by the media are often identified bias. There has been many researchers in linguistics field conducted a study related to the representation in news media.

The analysis here is not only about how text are constructed, but also to examine the bias in news representations. Representation is the description or portrayal of someone or something in a particular way. It also deals with how participants and objects are described in a discourse through the use of lexical items such as adjectives and nouns, or called lexical representation (Lemmouh, 2008:222). In this study, representation refers to the way mirror.co.uk and thedailystar.net concerning Islamophobia. Thus, the use of certain vocabulary in representing this issue is seen as the certain ideology which is intended to share by the writer.

According to Fairclough (1995:104) the analysis of representation in a text involving what is included and excluded, what is made explicit and implicit, what is foregrounded and backgrounded and what types of process are used to represent events. He also proposes two major aspects of representation in texts, the first deals with the structuring of propositions, thus it concerns with how events and relationships and situations are represented with respect to the clause. The second aspect deals with the combination and sequencing of propositions (the combination of clauses). Therefore, in analysing the representation in a text, the researcher should pay attention to how texts are being constructed.

Besides analysing the lexical choices, the researcher also has to pay attention to the information that are submitted and not submitted by the author. Thus, the hidden interest of the author in constructing the discourse can be revealed. Regarding to the analysis of news article as part of media discourse, Wodak and Meyer in Nicholson (2011:19) states that discourse can only be understood based on its context because all of discourses are historical. This idea is supported by Wati (2015:66) who states that media discourse has context, whereas the prominent one is context of situation. This situational context refers to the situation where the text is delivered and expressed. That is to say, to understand a discourse, the readers have to relate it to the context which lies behind the text itself. Haliday and Hasan in Wati (2015: 2) propose three features of the situational context which are field, mode and tenor.

Regarding to the study of media discourse, tenor can be considered as a features that talks about who are taking part in the text, which are journalist, source, producer and also the readers.

Propaganda etymology of which stems from the Latin root meaning 'to sow' or to 'spread out', is primary method of cognitive conditioning, which has the power to distil an ideal into the human mind, in order to influence or control their future actions (Badar, 2016). Propaganda is information that isn't objective and is utilized fundamentally to impact a group of people and further a motivation, regularly by showing certainties specifically to empower a specific union or observation, or utilizing stacked language to deliver an enthusiastic as opposed to a normal reaction to the data that is displayed (Smith, 2016).

Propaganda is regularly connected with material arranged by governments, however dissident gatherings, organizations and the media can likewise create publicity. In the twentieth century, the term propaganda has been related with a manipulative methodology, but propaganda was an impartial unmistakable term (Smith, 2016). A wide scope of materials and media are utilized for passing on purposeful publicity messages, which changed as new advances were created, including works of art, kid's shows, notices, handouts, films, radio shows, TV shows, and sites. Propaganda can be categorised according to the source and nature of the message. There are three types of propaganda, namely white propaganda - coming from an openly identified source; black propaganda, - identified as being from one source, but actually from another; and grey propaganda – one which is

without any identifiable source or author (Badar, 2016). The term ‘propaganda’, itself, was born in the nomenclature of the Catholic Church’s missionary efforts in the 17th Century. Originally derived from *Congregation de Propaganda Fide* (the Congregation for the Propagation of the Faith), the term came to reflect methods used to evangelize the Church’s message, through scripture, symbolism, and ritual (Stanley, 2017).

Based on the definition and the types of propaganda above, the type of propaganda in this research is ‘Black Propaganda’ because it’s clearly made a negative perspective about Muslim’s community in society.

Jowett, (2005) said propaganda is deliberate and systematic attempt to the shape of perceptions, manipulate cognitions, and direct behaviour to achieve a response that furthers the desired intent of propagandist. Based on Jowett, (2005) there are 10 steps plan of analysis that incorporates the major elements of propaganda. There are: **1.** The ideology and purpose of the propaganda campaign. **2.** The context of which propaganda occurs, **3.** Identification of the propagandist, **4.** The structure of the propaganda organization, **5.** The target audience, **6.** Media utilization techniques, **7.** Special techniques to maximize effect, **8.** Audience reaction to various techniques, **9.** Counterpropaganda, if present, **10.** Effects and evaluation. Meanwhile, there are some techniques of making propaganda, there are: **1.** Bandwagon Propaganda, **2.** Card Stacking Propaganda, **3.** Plain Folks Propaganda, **4.** Testimonial Propaganda, **5.** Glittering Generalities Propaganda, **6.** Name Calling Propaganda, and **7.** Transfer Propaganda.

Islamophobia is an extreme dread or contempt of, bias against, the Islamic religion or Muslims, particularly when seen as geopolitical power or the wellspring of fear based oppression (Wike, 2016). The term was first utilized in mid twentieth century and it rose as neologism during the 1970s, at that point it turned out to be progressively striking during 1980s and 1990s, and it arrived at open arrangement noticeable quality with the report by Runnymede Trust’s Commission on British Muslims and Islamophobia (CBMI) entitled *Islamophobia: A Challenge for Us All* (1997). The introduction of the term was justified by the report’s assessment that “anti-Muslim prejudice has grown so considerably and so rapidly in recent years that a new item in the vocabulary is needed” (Meer, 2009).

B. RESEARCH METHOD

Types of research used in this study are descriptive qualitative research. As Sugiyono (2009:15) said that qualitative research is a research method used to examine the condition of a natural object, where the researcher is the key instrument and the result of the research is more emphasis on meaning rather than general. The data is the word, phrases and sentences were used in a news article of *mirror.co.uk* and *thedailystar.net*. The researcher was taken eight data from both of the news randomly from the 9/11 tragedy in the U.S until August 2019. The data was analyzed to find out the Propaganda which was created by the two

media. The source of the data is the news article of *mirror.co.uk* and *thedailystar.net*.

In this research, the authors used 2 instruments. The first instrument is the researcher as the key instrument of this research. The second is the Clause Boundary was used to chop the data to be clauses, such as sentences and phrases. To obtain the data the author used the indicators and theories from some experts of critical discourse analysis. In collecting the data, the researcher was searched for the news articles by visiting the web (*mirror.co.uk* and *thedailystar.net*) was used as an object of this research. The data was analyzed by sentences, paragraph and the word used by the author of both media to concern Islamophobia, and the propaganda techniques used by the author of news articles.

The researcher used Fairclough's framework of critical discourse analysis which consists of three levels of analysis; textual, discursive practice and socio-cultural practice, but in this study, the researcher only focused on lexical choices that used by the two media. However, there are only two levels of analysis were done in this study; the textual, similarities and differences based on the summary and background of the news. For the textual analysis especially the lexical choices, the researcher used the analytical tools of analyzing newspaper proposed by Richardson (2007) which consists of lexical choices.

C. RESULT AND DISCUSSION

1. Findings

After analyzing the data, the researcher found several findings. For the first, in the textual analysis in this case lexical choices, it was found that the two media has similiarity. Both of media used the words with negative connotation to describes Muslim's and their behavior with using Name Calling, Testimonial, and Card Stacking propaganda techniques. Table below shows the finding in lexical choices used by both media.

a. Lexical Choices

No.	Lexical Choices	Mirror.co.uk		Thedailystar.net	
		F	P	F	P
1.	Negative Meaning	72	2.34%	83	2.30%
Total		72	2.34%	83	2.30%

Table 4.12 Frequencies of the negative words

From the table above, it is obvious that the two media prefer to used negative connotation to describe Muslim's and their behavior. It can be conclude that from

the lexical choices the two media used *card stacking*, *testimonial* and *name calling* propaganda to describe muslims.

b. The Propaganda Techniques

After analyzed the lexicalization and the types of propaganda found that the author of the two media used three types of propaganda techniques, they are:

Name Calling

Name Calling is a technique of propaganda that Give a bad nickname / label to someone, ideas, people, institutions so that the audience does not like or reject it. This technique is usually done in the political arena or public discourse arena in general and is relatively not widely used in advertising practice, because there is a kind of reluctance to mention the opponent's product even though it is done with a slanted label. Based on this reeseach the name calling that given to Muslims is the label *terrorist*, *terrorism*, *fighter*, *maniac*, and so on. In total both of media used the words with negative meanings to describe muslim's in total is 155 words.

Card Stacking

Card stacking involves the selection and use of facts or falsehood, illustrations, and logical or illogical statements in order to give the best or worst possible case for an idea, program, person, or product. It ncludes the selection and use of facts or lies, illustrations or deviations and logical or illogical statements to give the best or worst case to an idea, program, person or product. Based on this research, the author of the two media indicated used this propaganda techniques in total 31 sentences.

Testimonial

Testimonial consists in having some respected or hated person say that a given or program or product or person is good or bad. This technique gives an opportunity for people who admire or hate to say that an idea or program or product or someone is good or bad. This technique is very commonly used in advertising techniques and also in political campaigns. Based on this research the author of the two media indicated used this techniques in total 11 sentences.

c. The Epithet Given to Muslim's

For the second research questions, after analyzed the lexicalization and the propaganda techniques, found that the verbal abuse through the lexical choices used the authors of the news to give negative image and negative connotation for describing Islam. From mirror.co.uk it found 72 words with negative conntotation linking to Muslim's, it includes verb, noun and adverb which words has high percentage is Terrorist, Attack and Fight/Fighter/Fighting. Moreover, from thedailystar.net found 83 of words including verb, noun and adjective has negative meaning and connotation linked to Muslim's. the top frequencies are: Terrorist, Attack, Extremist and Radical.

The Choice of Photo For Attracting the Reader's

Photo's or images sometimes are eyescatching than the titles as they put the prompt effect on the group of spectators. For example, the journalists/journalists try endeavors to incorporate, in any event one photograph for each piece of a news a reality which is valid for the news report explored here. Specially speaking, in one photo a man carrying a knife and a man prepare to shot or other photos a women with 'cadar' and some of the militants photo smiling with carrying the guns.

All of the photos are taken from both news articles which related to the news as datum.

The photo was taken from Mirror.co.uk.



(a)

This photo are taken from Mirror.co.uk entitled “British Jihaddis Flee ISIS Maniacs and Now Want to Return Back Home”. The choice of images by the author indicated Islamophobia content that describing Islam and Muslim. In this picture described some man carrying AK-47 with smiling gestures to arranged public opinion about Islam and Muslim.

The photo was taken from Thedailystar.net



(b)

This photo is taken from Thedailystar.net in the news entitled “The real face of Bangladesh – moderate, secular”, the choice of images by the author indicated Islamophobia content that describes Islam and Muslim. In this picture describe a man carrying AK-47 to arranged public opinion about Islam and Muslim.

d. Similarities and Differences

For the third research question, it was found that the news articles of the two media Mirror.co.uk and Thedailystar.net have five similarities in their content of propaganda to concern Islamophobia. The table below shows the similarities in the content of news.

Table 4.13 shows the similarities

No.	Similarities
1.	The naming of Islamist group
2.	Response of Islamist group attack
3.	Detail information of Islamist group
4.	Name Calling to describe Muslim's

The first similarities in the content of the news articles is about the naming of Islamist group. Mirror.co.uk and Thedailystar.net stated that IS and ARSA is terrorist group. Second, the similarities between the two media to describe Islam is about the response of Islamist group attacks. Both of media give the negative responses used the word with negative connotation in the background of the news. Third, the both media have not mentioned the detail information about Islamist group. Last, the two media, used Name Calling, Card stacking and Testimonial propaganda to create Islamophobia through the readers. Despite the similarities, the content of the news articles of Mirror.co.uk and Thedailystar.net also have one difference. The difference is in the summary of the news, Thedailystar.net used highest words with negative connotation that Mirror.co.uk.

2. Discussion

The findings on the analysis of eight news articles of Mirror.co.uk and Thedailystar.net showed that two media have many similarities in the description of Muslim's. This part focuses on discussing why the two media have many similarities in terms of lexical choices. Mirror.co.uk and Thedailystar.net used words with a negative connotation to describe Muslims. It can be concluded that

the authors of the two media were proven used name-calling, card stacking and testimonial propaganda techniques to give negative images to Muslims and their behavior. Therefore, these findings support the argument that words convey people's impression and value judgment in particular (Richardson, 2007).

Moreover, it is also important to note the fact that the two media have some similarities and differences in the coverage content of eight news articles which have been analyzed based on Van Dijk's news schemata theory. The articles from Mirror.co.uk and Thedailystar.net at least have four similarities and one difference. First, the two media have negative naming of the Islamist group and response. Second, the two media have not given detail information about the Islamist group such as IS, Taliban and so on. Last, the two media used name-calling propaganda techniques to give a negative connotation to Muslim's and their behavior.

D. CONCLUSION AND SUGGESTIONS

According to the results of the analysis of eight news articles from Mirror.co.uk and Thedailystar.net, it can be concluded that the two media have some similarities and differences in the way they described Muslims in their news articles. The two media share similarities in terms of lexical choices. Mirror.co.uk and Thedailystar.net described Muslims and their behavior by using words with negative meaning and connotation, such as militant, terrorist, fighter, and maniac. Thus, the way they described Muslims and the title given to Muslims is also can be classified that they were used some propaganda techniques to raise Islamophobia among the readers.

From the seven techniques of making propaganda, the news author used three of them. They are name-calling techniques, card stacking techniques, and testimonial techniques. Moreover, the analysis on the similarities and differences based on summary and background in the content of two media showed that they have the same of naming to described the Islamist group, same responses, and both of news does not give the detail information about the Islamist group such as IS, ARSA and so on.

This study primarily studied critical discourse analysis of propaganda to raise Islamophobia by Mirror.co.uk and Thedailystar.net. This study, compared how the two media used lexical choices and the using of name-calling propaganda techniques to describes Muslims. Furthermore, it is suggested that the future researcher will study critical discourse to get a deeper result and have more detail. And the researcher also suggested for the news agencies to write and make the news more balanced and not give some bias to minorities and others.

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