

CHAPTER I

INTRODUCTION

A. Background of the Research

Communication is an activity that is carried out every day by every individual. Everyone communicates to exchange information. The exchange of information between individuals is often closely related. Communication can be conducted in various ways, such as visual, non-visual, verbal, non-verbal, written, or spoken, depending on the agreement between those communicating. The exchange of information is based on mutual agreement, which involves individuals listening to each other and receiving feedback.

Individuals use communication to increase knowledge. Knowledge is meant if every informant has not previously acquired knowledge. On the other hand, communication transfers information and expertise and creates and facilitates relationships between information providers. Knowledge and relationships earned or established differ depending on what they discuss. That is why communication is so crucial in our existence, because from communicating everyone can get something that was never known before.

Discourse creation plays a pivotal role in communication. The effective transmission and reception of information are crucial, emphasizing their fundamental role in the knowledge exchange process. Good communication necessitates comprehending information and interpreting discourse in a context suited to the discussion. Discourse may alter a person's perspective on things

depending on one's worldview. The foundation for communication between persons is strong, therefore it may be developed systematically and effectively.

In linguistic studies, communication extends beyond mere exchange, representing a cohesive integration of diverse meanings. This highlights the importance of understanding language as a complex system of meaning-making. It is like a mixture of many interpretations from different linguistic domains to examine the correlation between language studies and human communication, with a wide assortment of meanings. Discourse aims to develop a complicated idea or concept by simplifying it into a form that can be better understood. There is a lot of material included in it, including critical discourse analysis.

Critical discourse analysis is a valuable lesson for understanding how a language is used. Lesson that analyzes the relationship between language, power, and ideology in a social context. The writer could criticize more of the language spoken by focusing on domination, control, or manipulation. Critical discourse analysis is important because it is discourse developed by many parties with different roles and obtains various interpretations. The approach produces an effort to reveal language used in several different discourses to influence the forces that had been focused on previously. Learning about critical discourse analysis is also tied to power and ideology as they arise in discourse.

According to Van Dijk (2008, p. 85), a critical discourse analysis examines how the abuse of social power, domination, and inequality is carried

out, reviewed, and resisted through conversation in a social or political context. The context can later be researched using critical discourse analysis methods. Conversations in a power discourse had two participants, first is someone who holds power and control, and second is someone who has no power at all. Understanding the gap between these two participants will later lead to analysis related to discourse.

Power cannot be separated from involving relationships between individuals or groups. Power can be interpreted as someone with the capability to control or influence. The dispositions of others according to their wishes. The influence carried out by someone would certainly have a risk that could lead to inequality. Everyone has power, but it comes back to how much influence this power has on other people. Therefore, power is always desired by every individual or group which could then be indirectly attached to themselves.

Inherent strength can be seen in character in the way the person acts and makes judgments. Power could be exercised responsibly and fairly. Therefore, people who have power have a special ability that must be exercised. These people could act in making decisions, whether at work or by doing something to achieve a desired goal and only certain people can have power. However, not everyone can use such abilities or have innate strength.

Power is generally derived via access, such as inherited riches, knowledge, and education. A person or group's power certainly has a huge influence on society, the resulting influence depends on what actions the

individual takes. Power holders had specific powers to act according to their wishes. Each power group carries out a certain task, where in their duties the power holders utilize language that only those groups comprehend. Indirectly, power can be controlled by individuals who have that privilege. A control is created in society which would create different perceptions among everyone.

Power as control is one of the concepts in critical discourse analysis. Gramsci (1971; as cited in Schiffrin et al., 2001) Said that the power of dominant groups may be integrated into laws, rules, norms, habits, and even a quiet consensus. Power as control can occur and be exercised indirectly those in groups indirectly plan things for their interests. The plans carried out can shape the lives of individuals and society. Therefore, important that we remain alert to the risk of abuse of control and work to promote fairer and more inclusive power.

The group that created the plans from their power control usually has consequences when power is misused. The consequences vary depending on what they do, for example, they may be imprisoned, or the abuse of power may have a direct influence on the surrounding community. The repercussions would be disastrous if someone took advantage of this power imbalance and traumatized people who observed or were victims of such abuse. Society must work together to face the consequences they receive. Events like this are usually repackaged in movies with varying genres.

The power wielded by someone in a position is frequently reintroduced in the form of movies or movies with several seasons. According to the

definition (<https://www.oxfordlearnersdictionaries.com>), that is a sequence of moving pictures recorded with a sound that transmits a story, either in a cinema, on television, or other media. A movie series often consists of numerous episodes that are continuous with one another. A conflict will undoubtedly occur in each movie episode, and it will persist into the next. The endings shown in the movie series are varied, they can be a happy ending or sad or even endings that still have a continuation.

Movie series are still in high demand among the general public, owing to the variety of genres supplied by a movie provider platform that entices people to view them. There are lots of new movie series on several platforms such as Netflix. Starting with the engaging stories offered or even a riddle within a story to pique the audience's curiosity. Movie series provide society with unique and complicated experiences, have an effect on popular culture, and foster deep emotional relationships between viewers and the tales they adore. Watching serial movies, curiosity continues in every episode they present.

The writer will be given an example of power in critical discourse analysis by a movie taken from a thesis entitled “Power and Domination on Utterances Used by The Main Character of The Help Movie” by Manzila (2013). The thesis contains instances of data, which are as follows:

Datum I

Hilly: Minny! Go get mamma!

Minny: Yes ma'am.

Hilly: Have you finished my dinner?

Minny: hmmm

Hilly: Oh... shut!!!!

In this thesis, the writer describes the conversation's context to explain the findings. The context contains a conversation between Minny as someone who helps with work in a house, and Hilly as a higher position above Minny. Conversation "Hilly: Minny! go get momma!" The conversation used indirectly shows the power that Hilly has by telling Minny to call her employer. The writer then outlines the background context so readers may identify the conditions under which they read it. Using Teun A. Van Dijk's theory, the data is analyzed based on the phrase's lexical style, and an interpretation is provided based on the lexical style employed in the discussion.

The writer's main focus in this research was taken from the movie series entitled "Anatomy of Scandal (2022)". The writer chose power as a control to be studied concurrently with the movie series because this movie presented a power possessed by a family that apparently could hurt the individual. Due to the actions of one of its members which resulted in losses by inciting a scandal against subordinates at work. However, a person with control over power can be freed from various chastisements by their talks. The utterances the person will speak would subsequently be evaluated using power material based on critical discourse analysis.

B. Question and Scope of the Research

1. Question of the Research

The writer should further examine the power as a control in the movie series in light of the abovementioned backdrop. As a justification for such an approach, two questions are put up :

- a. How is the representation of power and control applied in the film “Anatomy of a Scandal” to the dimension of text analysis?
- b. How is the process of producing the movie “Anatomy of a Scandal” in the dimension of discourse practice?
- c. How is social impact practiced around power and control in the movie series “Anatomy of Scandal”?

2. Scope of the Research

This research focused on the phrase to identify the representation of power and control by looking at from dimension of text analysis. Second, the process of producing the movie series by looking at the dimension of discourse practice in terms of production and, third, its impact on social practices related to power and control by looking at the dimension of discourse practice on consumption and the dimension of sociocultural practice. The writer used two main theories from the book Critical Discourse Analysis. The books used are Language and Power by Fairclough (2013) about the theory of 3 dimensions in critical discourse analysis, and Discourse and Power by Van Dijk (2008) about the theory concept of critical discourse analysis. Finding evidence such as data in a movie series can be done by watching and understanding the storyline of that movie. Finally analyzed using theory from experts.

The movie series "Anatomy of Scandal (2022)" served as data for this analysis. The writer must also identify strengths based on critical discourse analysis of the language used in each conversation or statement. The writer also uses qualitative methodologies in this research. To get positive outcomes in this study the data will be explained and evaluated using concepts from numerous experts theories. The writer's interpretation will be included in the data analysis.

C. Objective and Significance of the Research

1. Objective of the Research

- a. To find out the representation of the movie series "Anatomy of Scandal" in text analysis related to power and control
- b. To find out the reproduction of the movie series "Anatomy of Scandal" in discourse practice
- c. To find out the social impact of the movie series "Anatomy of Scandal" on social practices around power and control

2. Significance of the Research

The writer hopes the result brings some theoretical and practical benefits to everybody

a. Theoretically

This research is expected to educate readers who are unfamiliar with power as a control in critical discourse analysis with the new information. The research could be useful for students, especially

linguistics students to add new knowledge about critical discourse analysis. The benefit for the teacher it would help add references when learning this subject. For the next researcher, it is expected to be useful to add some ideas with the same title. Improved their research about this theory to create new research.

b. Practically

This research provides a solution to finding the right method to analyze power as a control in critical discourse analysis. Contributes to the study of linguistics especially in discourse analysis. Teachers or students can apply this material. This research is expected to be useful for the next writer who wishes to conduct research with the same title and can be applied as an additional reference in subsequent research. Recent researchers had had no difficulty in finding references for their research.

D. Operational Definition of the Research

1. Power

Power is a piece of critical discourse analysis of multidimensional notions that includes social, psychological, economic, cultural, and interpersonal aspects.

2. Control

The ability to affect or steer the behavior or course of events. It refers to have power, command, or dominion over anything.

3. Movie Series

A group of movies that share the same characters, places, or themes and are often made in chronological order based on multiple episodes.

4. Critical Discourse Analysis

Critical discourse analysis is one way to analyze a discourse through a social or political context critically.

E. The Systematization of the Research

This research is arranged systematically to make it easier for readers when they want to read the outcomes of this research. This research will be classified into five chapters and will describe what want to explain one by one.

Chapter I would have five points, the first point is the background of the research it would explain some of the material chosen by the writer and the reason for choosing this research. The second point is the question and scope of the research, which contains the questions contained within this research and the contents of any material scope to be discussed in the next chapter as seen in the theory that the writer used. The third point is the objective and significance of the research, it points to the aim of this research and explains the benefits which have the potential to be obtained when this research is completed. The fourth point is an operational definition, its content briefly explains the material that has to do with the research title. The last point is the systematization of the research is a content summary of this research.

Chapter II explains in general the theories that the writer used to conduct this research. Explain in general the discourse analysis and critical discourse analysis. Theories from experts support this research. There are several relevant research to support the contents of this chapter.

Chapter III is divided into five sections to be construed. Contains an explanation of the method used, along with the place and time of this research. The procedures in this research will also be explained. Several techniques for collecting and analyzing data will be there in chapter III forward with the data source used.

Chapter IV contains the data that the writer has obtained. The writer's interpretation will be employed to elucidate the data. How are the approaches employed in this research integrated with the data analysis. After detailing all the data, the writer presented the findings of the research.

Chapter V involves conclusions and suggestions. Conclusions are given based on the findings of the research, made concisely and clearly. Some suggestions are also chronicled to complete the research.