CHAPTER II

LITERATURE REVIEW

This chapter provides the literature review of Representation, Representation of Social Actors by Van Leeuwen, Social Media Facebook, Text on Australia Embassy, Jakarta – Indonesia, Indonesia Facebook Page, Text on Australia Embassy, Jakarta – Indonesia, Online text as Learning Sources for English for Journalism and Media Discourse subjects (Critical Reading), Conceptual Framework, Previous Study

2.1 Representation

Representation is to describe somebody or something in a particular way (Hall, 1997). Phillips and Jorgensen (2002) implicitly stated that representation is constructing relation between one another. Phillips & Jorgensen (2002: 45) stated that "Representation basically means that one can be represented by proxy when one is physically absent". Once people are being represented identity will be created by society following it behind in contrast to other group (Phillips & Jorgensen, 2002). Hall (1997) added that representation is the production of meaning and meaning depends on concept. In representation, there is a system called system of representation. It means that all sorts of objects, people and events are related with a set of concept (Hall, 1997), this system is also called as conceptual system.

Conceptual system relates to mental state. People should have a concept of something or somebody in their mind before represents it through language, thus, the production of language will be meaningful, if people do not have a concept about something, people could not interpret it meaningfully (Hall, 1997).

> "We give things meaning by how we represent them – the words we use about them, the stories we tell about them, the images of them we produce, the emotion we associate with them, the ways we classify and conceptualize them, the values we place on them" (Hall, 1997:3)

Hall (1997) explained about the three approaches of representation, reflective approach, intentional approach and constructionist approach. The reflective approach means concept and the actual things, material or immaterial, is the same. The representation has literal meaning (Hall, 1997). For example, the word 'dog' signifies its actual meaning. The concept of dog, which is an animal with four legs and barking, reflects through the language, even without any further explanation.

The second approach is intentional approach. Intentional approach is representation which is created to convey intentional meaning (Hall, 1997). This approach is more personal, moreover the only one who understands the concept of things is only one person or particular person. The personal intention should not always be used in a communication with other people who do not share the same concept or thought about the represented things.

The last approach is constructionist approach. Constructionist approach believes that the language basically has no meaning on its own, but the society

who construct the meaning of it, the material things or the immaterial things, the actual things or the fictional things (Hall, 1997). The meaning could violate the actual concept of the things. It is just how the society shared their concept through the codes or language. However, if the three representation approaches are used in communication, people should share similar concept or similar thought to success the purpose of the communication (Hall, 1997).

Representation, especially representation of people, could be seen from the actors who have done the process or activity in social practice by analyzing texts with the use of Van Leeuwen's framework. Van Leeuwen viewed the actors from the social side, which is termed as social actors (Van Leeuwen, 2008). Van Leeuwen has several categories to allow people give an identity to other people or group of people. Hall (1997: 5) said that "Representation is closely tied up with both identity and knowledge". Machin&Mayr (2012) stated that representing persons will be attracting the attention of readers to build meaning in certain kinds of discourses.

2.2 Representation of Social Actors by Van Leeuwen

In Critical Discourse Analysis the process of representing individuals or group of people is termed as representational strategies by Fowler, Van Dijk and Fairclough (Machin&Mayr, 2012). Van Leeuwen (2008) used the term social actors to refer to the individuals or group of people. Fairclough (2003) added that the main actor of the text is 'people'.

Van Leeuwen focused his framework in categorizing the social actors. Fairclough (2003: 145), referring to Van Leeuwen's theory of social actors, said that "not all participants are social actors – they may be physical objects for instance (compare 'the care hit Mary', 'the car hit a rock' – both 'Mary' and 'a rock' are objects of verb, 'i.e Participants but only 'Mary' is a social actor)". "I would therefore prefer to ask: how can the agents of verbal processes be represented—impersonally or personally, individually or collectively, by reference to their person or their utterance, etc…"Van Leewuen (2008: 24).

Van Leeuwen (2008: 24) explained the definition of clause according to Halliday , "a clause like "the report confirms . . . " would not be a metaphor, because it does not violate the criterion that verbal processes do not require a human "sayer" as their subject (cf. Halliday, 1985: 129)". Meanwhile, Van Leeuwen (2008) argued that actor is important from the process of social practice; it is to find the meaning of the sentences or utterance, who is the sayer of the report, who is the actor of the process, who is the sensor of the phenomenon.

Van Leeuwen divided the types of representation of social actors into two major categories, the first is exclusion and the second one is inclusion. Social actors could be excluded or included, depends on the purpose of the text, to whom and by whom the representation is given. Exclusion and inclusion have several categories. "Representations include or exclude social actors to suit their interests and purposes in relation to the readers for whom they are intended" (Van Leeuwen, 2008:28). Exclusion divided into two major categories and inclusion into several categories (Van Leeuwen, 2008; Fairclough, 2003; Machin & Mayr,

2012). These representational categories are served for people to draw attention to certain aspect of identity they wished to give to other people (Machin & Mayr, 2012).

2.2.1 Exclusion

Exclusion is type of representation when the social actors are excluded from the process in the text, whether it leaves traces or not (Van Leeuwen, 2008). Exclusion is used sometimes to convey hidden meaning and to deliver particular interest or as propaganda strategy (Van Leeuwen: 2008). Social actors are excluded for two reasons; because they are familiar figure and irrelevant to the readers. Fairclough (as cited on Machin & Mayr, 2012) said that the missing actors of one clause also has important role same as the included one.

Van Leeuwen (2008) divided exclusion into two categories, the first one is Suppression. Suppression is the representation when social actors are excluded without any signs or traces in the clauses, phrases or sentences (Van Leeuwen, 2008). In addition, suppression could be realized by several points, as follow:

1. Non-finite clause –to, acted as participant grammatically. The participant is functioned as a carrier of an attributive clause

   For example:

   To produce the film is hard enough.

The participant do not refer to the exact social actors, it is represented with the process done by the social actors.

2. Delete the actors which get benefit from the process of social practice

For example:

A thief was imprisoned after robbing a jewelry store.
The participant does not mention the object of the process but only the reasons why the participants do such things.

3. The use of gerund and nominalizations

For example:

The action for supporting the idea is finally made.

4. Passive agent deletion. The social actor which is being beneficialized is excluded.

For example:

In Indonesia, racism is not widely expressed but in several regions, it is a habit.

5. Verb which is function as adjective

For example:

The challenging era are now begun.

6. Participants in a complex sentence but uncertainty relations

For example:

The book fell and Rima walked by.

The second category of exclusion is backgrounding. Backgrounding is the representation when the social actors are not directly mentioned, but it

is transformed into some other actors or phenomenon. Backgrounding could be identified by the sign of simple ellipsis in non-finite clauses with –ing and –ed and in infinitival clauses with to-. By using backgrounding, representation is implicitly referred to specific social actors.

For example:

This bad situation is proved with a report which said that all the corruption is done by the senators.

Something is showing a result, but writer do not directly put the social actors before the process. However, the impersonalized social actor 'report' is the actor of the process.

2.2.2 Inclusion

The representation which involves the social actors into the process of activity is called inclusion (Van Leeuwen, 2008). There are thirteen categories for inclusion (Van Leeuwen, 2008), as follow:

2.2.2.1 Role Allocation

Role allocation is divided into two types, activation and passivation. An active social actor acts as doer. The actors create the things to be happened. It actively involves in the process on the text. The characteristic of activation is usually foregrounded. Activation could be realized by:

1. Prepositional circumstance *from* and *by*

   For example:

   She does not only get all the prizes but also receives cold stare from <u>her rivals</u>.

   'Her rivals' do something to 'her', so that, 'her rivals' is also an active social actor.

2. The use of possessive pronoun, such as "our"

   For example:

   <u>Our sister</u> is celebrating her 17th birthday.

3. Premodification or post-modification of nominalization or process noun.

   For example:

   "Native Vancouverities will be made to feel like strangers in their own city as the <u>influx of Asians</u>…" (Van Leeuwen, 2008: 26).

The huge numbers of Asian fulfill the city of Vancouver. Asians are doing activity 'coming' to Vancouver, in such a way the native civilians feel like a strangers.

Passivation are divided into two categories, subjected and beneficialized. The subjected social actor is usually functioned as direct object. Beneficialized social actors are functioned as third party, which got the effect of the action. Passivation could be realized by:

1. Prepositions "to", "about" etc. or prepositional phrase.

   For example:

   About 100 people in Jakarta receive a lot of money from the richest man in the world.

The object is subjected because it is the direct object or receiver of the process.

   Second example:

   The immigrants came last night bringing a lot of bag to Jakarta.

The actor is passivated beneficialized because it doesn't involve directly to the actors which are 'the immigrants' and the object 'bringing a lot of bag.

2. Subjection could be realized by participation as goal in material process, phenomenon in mental process and carrier in an effective attributive.

The differences between activation and passivation subjection is the actors as active doers in activation, while the actors are objected in passivation subjection. On the other hand the difference between subjection and beneficialization is the roles of preposition in the clauses. Beneficialization could be realized by the preposition but subjected could not. Subjected actors are literally the 'goals' of the process.

2.2.2.2 Genericization and Specification

Bernstein stated that limited elaboration give access to particular meaning (as cited in Van Leeuwen, 2008). Bourdieu (as cited in Van Leeuwen, 2008) argued that specification is related to concrete reference, while Genericization is related to the overview of something. The characteristic of specification is narrow and genericization is broad and sometimes abstract. The text structure of genericization is dependent on the complex of factors, including tense and marked by the absence of present tense. Specification could be realized by:

1. Use proper noun refers to specific groups or communities.

   For example:

   The immigrants from Syria and Iraq are directed to the embassy based on their state.

Genericization might be realized by:

1. Plural without article

   Immigrants are directed to the embassy this morning.

2. Singular with definite and/or indefinite article

   Regarding to the myth, a child was not allowed to go out in the evening.

3. Mass noun referred to group without article

   Syrian men have a good looking face.

2.2.2.3 Individualization and Assimilation

Individualization represents actors as individual or personal. Individualization usually humanized the social actors. The use of individualization is to bring the readers closer to the social actors.

For example:

Two nurses, <u>Patricia and Elizabeth</u>, were moved to the rural area.

On the other hand, assimilation represents people as a group of people or collecting actors into one representation. Assimilation divided into two categories, aggregation and collectivization.

Aggregation represents actors using quantifiers, number, scale or percentage. The use of aggregation is to mention the amount of the actors. Aggregation usually used to show the objective of a research or scientific credibility. The number or scale is gotten from survey, polling or research.

For example:

<u>20 immigrants</u> from Syria arrived in International Airport last night.

The characteristic of collectivization is plurality. Collectivization usually represents social actors as groups or community without mentioning the specific person.

For example:

Australians are giving help to the victims.

2.2.2.4 Association

Association is social actors which are represented as groups, related to the specific activity. Several groups are formed an alliance to do specific activity. Association is realized by parataxis, for example:

US army and South Korea military force are preparing the battle against North Korea.

Association also could be realized by circumstance of accompaniment; possessive pronouns and possessive attributive marked by verb have and belong.

2.2.2.5 Indetermination and Differentiation

Indetermination usually represents the social actors anonymously. It could be realized by indefinite pronuouns, such as every people, some people, a report etc.; and by impersonal authority, for example:

They won't let you go to school until you're five years old.

On the other hand, differentiation is representation by mentioning the contrastive element of the two or more persons or group. There must be a difference between one another For example:

China and Australia agree for the content of the treaty.

2.2.2.6 Nomination

Nomination is using unique identity to represent the social actors. "Nomination can sound more personal" (Machin & Mayr, 2012: 81). Nomination could be represented by using proper noun. It has three levels, formal (using surname with or without honorifics), semi-formal (using given name and/or surname) and informal (using given name). The use of honorifics titles belongs to nomination (Van Leeuwen, 2008). When social actors do certain occupation or fulfill certain function, they will be nominated. Usually respected people are nominated. Nomination could represent the actors by adding the title of the actors. For example:

Mr. President is signing the treaty.

2.2.2.7 Functionalization and Identification

The key point of Functionalization is what they do; usually refer to the occupation of the person (Machin & Mayr, 2012). The representation also highlights roles and function of the social actors.

Use of functionalization can sound more official (Machin & Mayr, 2012). Functionalization could be identified by:

1. Noun, formed from a verb, by adding the suffix.

   For example:

   The writer of Harry Potter is winning a Golden prize.

2. Noun denotes place or tool regarding the activity, marked by the suffix.

   For example:

   Mountaineers should bring their trash back until they find the trash can.

3. Compounding of noun denoting places or tools and realized by the additional word such as man, woman, person, people etc.

   For example:

   Businessmen in Jakarta are gathering in City Hall to discuss some issues.

On the other hand, the characteristic of identification is what they are or who they are. Identification is divided into three categories, Classification, Relational and physical identification.

Classification relates to the class of the actors in society, including age, gender, provenance, wealth, race, ethnicity, religion and social orientation etc. Classification also could not be passivated. For example: A rich man gives money to the crowd.

The second one is relational identification. The social actors could be represented according to the relationship with others. "It is realized by a closed set of nouns denoting such relation" (Van Leeuwen, 2008:43), for example: Students, Brother, Sister etc. Von Stumer (As cited in Van Leeuwen, 2008) argued that two or more people when meet, they find the share of their relationship. The social actors are also possessivated. They are usually activated or subjected. For instance: Uncle John gives me five buckets of sweets.

The third one is physical identification. It represents physical description of people. The appearance of people is more pointed (Blonde, black, etc.). It could be realized by using adjective (skinny, short etc.) or by using prepositional phrase 'with' or 'without'. For example: A blonde girl in the front desk is my friend.

2.2.2.8 Personalization and Impersonalization

Personalization usually represents the social actors as human beings. It is identified by personal or possessive pronouns, proper names or nouns, sometimes maternal care whose meaning include the feature of 'human' (Van Leeuwen, 2008 ; Machin & Mayr, 2012), for example:

> Single mothers have to work hard to afford the needs of their children.

Meanwhile, impersonalization represents the social actors with abstract nouns or concrete nouns (Van Leeuwen, 2008). Machin &

Mayr (2012: 79) said that "impersonalization is used to give extra weight to a particular statement". Impersonalization could be bakcgrounded, "it could add positive or negative connotations to an action or utterance of the social actors" (Van Leeuwen, 2008: 47). Impersonalization divided into two categories abstraction and objectivation. Abstraction pointed to the quality assigned to the represented actors, such as: clever, diligent, lazy, skillful etc. for example: My skillful husband can do many things.

The second category of Impersonalization is objectivation. It occurs when social actors are represented by means of reference to a place or thing closely associated either with their person or action. Objectivation divided into four categories. The first one is spatialization. It is usually represented the place. For example: school is a place for kindergarten student to play.

Utterance autonomization is representation of social actors which refer to the utterance, such as the study, the result etc. for example: the report showed that 50% of men sleep on the floor.

Instrumentalization refers to the instrument by mentioning the noun or the helping thing of the process in social practice, For example: Indonesia is delivering the humanitarian relief with helicopter to Syria.

The last is Somatization. It represents social actors by using part of body. It could be an emotion or expression. For example: she gives him a <u>motherly smile</u>.

2.3 Social Media Facebook

In 21st century, people are being influenced by new media. New media is new term used by people in this digital era. New media is computerized system to distribute and store information and data, usually related to the use of internet (internet-based), digital broadcasting and virtual environment (Lev Manovich, 2001; Lister, Dovey, Giddings, Grant & Kelly, 2009). New media is an upgraded version of the old media or traditional media. The characteristic of new media is a shifting role from 'audiences' to 'users' or 'consumers' to 'producers' (Lister et.al, 2009). New media includes the Internet, Website, computer multimedia, computer games, CD-ROMs and DVD, virtual reality (Lev Manovich, 2001). Other term that has similar meaning as new media is digital media where the information is produced in the form of digital binary code (Lister et.al, 2009).

The phenomenon of new media produces a concept of social media. Social media is one of the productions of computer-mediated communication. Social media is an internet-based media which has the functions of networking, communicating with people, sharing and receiving information (Boyd & Ellison, 2008; Fuchs, 2014). Fuchs (2014) added social media is a context of social which is being digitalized. On the other hand, Lusk (2010: 3) defined social media

as "an aspect of the internet which allows individuals and groups to create and publish online content, share the content and interact about it". Kaplan & Haenlein (2010) defined about the concept of social media which refers to a set of internet-based application built on the technology of web 2.0 which can be used to create content and exchange interaction (as cited in Dewi Puspitasari, 2016).

From time to time, the statistic of social media users increases. A survey, which has been conducted by Perrin (2015) under Pew Research Center showed that around 90% population of young adults are the users of social media, whether they are active or just use it once in awhile. The statistic increased according to a document survey from 2005-2015. The next year, in 2016, a survey was conducted by Global World Index, 94% of population around the world have an account at least one account, specifically adult users.

From the survey result, the most popular social media is facebook. Hocking and Melissen (2015: 10) stated that facebook "as big as the world's largest nation and older generations have no other option than catching up with the young". A study is conducted by Wells and Link (2014) showed that 49.9% from around 18.000 sample of American is the active facebook users. Other result is conducted by Indonesian Ministry of Communication and Information in 2014. The result showed that,

> "... pengguna internet di Indonesia hingga saat ini telah mencapai 82 juta orang. Dengan capaian tersebut, Indonesia berada pada peringkat ke-8 di dunia. ...Dari jumlah pengguna internet tersebut, 80 persen di antaranya adalah remaja berusia 15-19 tahun. Untuk pengguna

facebook, Indonesia di peringkat ke-4 besar dunia ...” – Kementrian Komunikasi dan Informatika Republik Indonesia (2014).

In 2016, the survey result from Global World Index showed that 84% of the samples were facebook users, and half of the total percentage was the regular visitors of this platform. The latest survey which was conducted by facebook company, around 1.8 billion population around the world were facebook users (Facebook, n.d).

Facebook was found by Mark Zuckeberg when he was a sophomore student in Harvard University. He launched the platform in February 4th, 2004 with its first name 'thefacebook'. He is the CEO of facebook until now with owning 28% of the share. Headquarter of facebook is in Menlo Park, California, United State of America. On 2006, facebook limited its new users by applying the minimum age, at least 13 years old and have valid email address. Facebook has several features which are provided for the users beside the basic features such as caption and images; there are notes, chat, gifts, marketplace, messaging, voice calls, video calling, video viewing, top hidden service, news feed, like button and following. Users also could set up their information into private (facebook, n.d).

As the concept of social media, people could share and receive information, thus facebook is considered as information sources. Barthel, Shearer, Gottfried & Mitchell (2015) conducted a research under pew research center 63% of the samples in America got the information from facebook page.

Facebook is not only used as the media to find friends or to broaden the network in digital sites, but also facebook could be used for educational purpose. Petrović, Petrović, Jeremić, Milenković, & Ćirović (2012) presented a research about the use of facebook for educational purpose. They used a class for Environmental course as the samples of the study. Students had to share the interesting information about environment on their group wall on facebook. The result showed that almost all students agree facebook group was effective to enrich their knowledge about the course and it helped them to be aware of their environment.

Bicen & Uzunboylu (2012) also conducted a research from the perspective of teacher by using facebook for educational purpose. The study indicated that facebook positively and effectively helps learning and teaching activity. Teachers could share the additional materials on the group wall, teacher also could do multi tasking by using the virtual classroom.

From the previous studies could be said that the use of facebook for educational purpose has several advantage, such as: Students more active participating in the course rather than in the traditional classroom setting (Kayri & Çakır, 2010); teacher could distribute the task and share the information easily, while at the same time students could take the task and get the information (Tiryakioglu & Erzurum, 2011) , students could update themselves from the feed of the news on the group wall (Bicen & Uzunboylu, 2012); enriching students' knowledge about the course, sharing the information related to the course even though the course has finished (Petrovic et al., 2012).

In the case of state affair or diplomatic activity, the use of social media including facebook has many advantages as the result of previous studies, such as: to spread out the voice of people without any discrimination, whether poor or rich, men or women on the international (Wihlborg & Norstedt, 2017); to engage the diverse elements of diplomacy such as stakeholders, people and so on (Hayden, 2012).

In short, Social media is a place where people socialize with other people through a new media and with the access of internet. The most popular social media is facebook. It is noted that facebook users are increasing from time to time. From the advantage of facebook, it is not only used as networking site but also as supplemental media in education and the tool of digital diplomacy.

2.4 Text on Australia Embassy, Jakarta – Indonesia, Indonesia Facebook Page

Text is the production of language which contains the meaning of someone who understands and knows how to use language (Halliday & Matthiessen, 2004). Text could be in the form of written, spoken or non verbal. In the 21st century, text has been altered into digital form. This change contributes to the additional genre of the text which is multimedia genre. Multimedia genre is a computerized text which is supported by other element such as graphic, diagram, animation, images, video etc. to convey meaning (Lemke, 2005). The text from online media considered as multimedia genre text. Internet-based media or online media, such as social media offers highly flexible interaction through language.

As known for the characteristic of written language, it is permanent yet inflexible and spoken language is interactive and fleeting (Crystal, 2004). The online media language could present the combination of the two characteristics by only producing a written text. In language variety of internet, it is also known as 'netspeak' which involves written and spoken language (Crystal, 2004). That is the evident of clear difference with paper-based latter and direct speech. Elmer-Dewitt (1994) used terminology 'written speech' to refer to netspeak (as stated in Marchand, 2013).

Not only text which has been digitalized but diplomacy has also been transformed into digital domain. The advancement of technology could not be avoided, including the governmental activity. The cyber space diplomatic activity has been conducted by United Kingdom in 2012 with its digital strategy and France in 2008 with its soft power relied on digital technologies (Cave, 2015). Australia's Department of Foreign Affairs and Trade (Australia's DFAT) left its title as being 'a Dinosaur' in 2010 by using internet to associate with the world (Danielle, 2015). Australian used the term public diplomacy to refer to the digital diplomacy. On 2007 the Senate Committee (As cited in Byrne, 2009) defined public diplomacy as the activities or process to share the information about Australian foreign policy to Australian people or other countries people. Australia's DFAT (2016, p. 03) stated that "Digital diplomacy – or rather, the use of social media for diplomatic purposes – relates to how diplomats use information and communications technologies to engage in information sharing, public diplomacy, international negotiations and crisis management." The new

media has helped the nation to share the information and to communicate with larger audience (Abbasov, 2007). To build the digital relationship with Indonesia, on Januay 26th 2012 (https://web.facebook.com/) Australia made an account with the name '*Australia Embassy, Jakarta – Indonesia'*. Australia Embassy updated the information daily about their foreign policy and diplomatic activities with Indonesia. Damien (2016) investigated that the activity of Australia digital diplomacy has helped succeeding the digital media strategy of Australia's Department of Foreign Affair and Trade.

Historically, the diplomatic relation between Australia and Indonesia is not always good. The relation between both countries is always fluctuated (Mackie, 2007). Sinaga (2014) conducted a study about the relation between Australia and Indonesia. The result indicated that one time both countries has good relation but other time they have a problem, most of the problem is about diplomacy issue, such as about drugs smuggling, illegal immigrant, cyber attack to the government etc. The beginning of Indonesia and Australia relationship was on 1949, Australia was being one of several countries which acknowledged the independence of Indonesia, however under the Seokarno-Mazie's period the diplomatic relation was tense because the involvement of Australia in East Timor (Lisbet, 2015; Mackie, 2007). The mainspring of the maladies are because the differences between the two, such as different ideology (Mackie, 2007).

However, the tension ended in a course of time. Regarding to the proximity and national interest, the relationship between these two get back eventually (Mackie, 2007). The Australian policies and national interests, such as

national security and national prosperity, are several reasons for Australia to gain

the relationship with Indonesia as the closest neighbourhood (Mackie, 2007).

Regarding the result of Asia Summit Process, Wallcott (as cited in Asia Society

Australia report, 2015) reported that Indonesia is a growing country by seeing the

national income, it is larger than Australia. He added the relationship should be

going even after the difficult period for both countries. Mackie added that,

> The dominant political imperative we must keep in mind is that we
> need to be able to count on Indonesia's cooperation with us, not
> opposition, in matters of regional international politics and also on
> problems arising from our contiguity in the Timor-Arafura Sea area,
> such as fisheries, quarantine, border protection, the maritime boundary
> etc. If Indonesia were to adopt an antagonistic attitude towards us on
> either front, its opposition could give rise to serious difficulties for us.
> (2007: ix).

2.5 Text on Australia Embassy, Jakarta – Indonesia, Online text as Learning Sources for English for Journalism and Media Discourse subjects (Critical Reading)

Online text is being used by students in the digital era. Saavedra and Opfer

(2012: 8) said that "…students memorize information for a test, quickly forget it

after the test and then simply look up what they need to know on the Internet

when they actually need it". Fairclough (1995) stated that text on media relates to

representation, identities and relations. Machin and Mayr (2012) said that there is

no neutral way to represent people in any language. To read critically is needed to

sort the information from the media, either online, electronic or printed media.

Reading is a process of constructing meaning by getting information from any

kind of texts then combining with the background knowledge (Anderson, 2003). Critical reading is a process of reading text by understanding the meaning deeper from what is being presented (Wallace & Wray, 2011). By reading critically, students do not only find the information they need but also the common shared of writers' beliefs and understandings.

Students of English Education Study Program use online text as one of the authentic source in English for Journalism and Media Discourse subjects. English for Journalism is a compulsory subject with three credits. Meanwhile, media discourse is an elective subject with only two credits.

Media Discourse discusses how language (oral and written) is used to construct and deliver meanings in the mass media texts, such as advertisements, newspaper, magazine, radio, television, and internet. The focus is on social function of the texts, generic structures and the dominant linguistic features. Meanwhile, English for Journalism is a core subject for English Education Study Program which discusses the key terms and concept in journalism, kinds of text at printed, electronic and new media (website and online journalism) and the process of writing, editing, reporting and broadcasting the texts. One of the outcomes is students are able to understand the generic structures and lexicogrammatical aspects of printed media, electronic media and/or new media.

Van Leeuwen's framework could be used as the tool to analyze the online text. Van Leeuwen (2008) stated that representation of social actors could be a

tool for critical analysis. Analyzing the online text could support students in reading activity, especially practice students' critical reading skills.

2.6 Conceptual Framework

Machin and Mayr (2012) stated that there is no neutral way to represent people in any language. Fairclough (1995) stated that text on media relates to representation, identities and relations. Representation means the production of meaning which depends on concept; concept relates to all sorts of things, objects and events that will be represented (Hall, 1997). Van Leeuwen's framework emphasized to the identity of how people give an image and how they give role to the other people. Therefore, this study would focus on analyzing social actors in social media facebook texts.

There are two major types of Representation of social actors: Exclusion and inclusion. Exclusion has two sub categories, suppression and backgrounding. Exclusion is used to exclude social actors from the social practice in the text, whether the social actors are irrelevant for the readers or as a tool to do propaganda. Inclusion is used to involve the social actors in the process on the text. Inclusion has thirteen sub categories Role allocation, Genericization, Specification, Individualization, Assimilation, Association, Indetermination, Differentiation, Nomination, Functionalization, Identification, Personalization and Impersonalization.

The corpus of this study is texts on *Australia Embassy, Jakarta – Indonesia* facebook page. Finding presents the results of study in tables and in

narrations. The discussions section presents the detail interpretation of each facebook text. This research is conducted using Van Leeuwen's framework about representation of social actors (2008). The framework is used to analyze the data. To find the representational categories used by *Australia Embassy, Jakarta – Indonesia*, there are several procedures by reading, coding, breaking down the sentences, highlighting, classifying, giving marks to the table, calculating, interpreting and concluding.

2.7 Previous Study

A study about facebook text has been conducted by Joko Arawanto (2015). The study based on critical discourse analysis approach and was intended to find out the ideology of facebook text. The three dimension model of Fairclough was used as research methodology. The data source was texts from Siti Drivoka facebook page. The study showed that facebook text could be a control social and an interaction between user account and friend on their list.

The second study about facebook text conducted by Perez-Sabater (2012). The study aimed to observe the degree of formality and informality of online communication in English. This study conducted comparative study between English native speakers and non-native speakers. To assess the degree of formality and informality, the study used Pearce's proposal (2005), Duthler (2006) and Perez-Sabater (2008). The study revealed that non-native speakers

used formal language more frequently than native speakers in terms of academic online communication.

The study about facebook text also has been conducted by Marsandi Manar (2012). The study focused on Australian facebook statuses and Indonesian facebook statuses. The analysis tool used by researcher was transitivity system by Halliday. The result showed that there are similarities and differences in the process types between the Australian and Indonesian facebook statuses. The dominant process in both Australian and Indonesian statuses was relational processes. Relational process appeared 43% in Australian statuses from 108 clauses and 36% appeared in Indonesian statuses from 109 clauses. The relational process was used to describe their entity of experiences to other facebookers, by giving characteristics, attributes, or identities to the entity of experiences. The difference process was on verbal process and existential process. Verbal process was found more frequently in Indonesian statuses. Meanwhile, existential process was found more frequently in Australian statuses.

There are several previous studies concerning Van Leewuen's framework social actors which have been conducted by researchers. In 2010, Sahragard & Davatgarzadeh focused on the representation of female and male in Iran English Textbook, Interchangeable. The findings showed that most of the social actors are focused on female, which is being individualized and male is twice less than the female. From 63 cases of 197 cases represented males using first person pronouns. This result concluded that females are depicted as independent individuals more than males. The finding also showed that females are more frequently represented

than male. However, in personalization and impersonalization category, both females and males were almost personalized. Also, both social actors were represented equally with functionalization category. Under identification category, males were represented more frequently than females through relational identification. For the activity process of the social actors, women as actors of material process and the sensers of mental process are more frequently than men.

On the other hand, Bustam, Heriyanto and Citraresmana (2013) also conducted the similar study, but they were limited the category only in exclusion type, backgrounding and suppression. The data was collected from online newspaper Jakarta Post, in the case of the controversy of Lady Gaga's concert. The writers divided the social actors into two major categories, Pro group or FPI and Con group or Lady Gaga. The study investigated that the use of suppression, passive agent deletion, was more frequently than backgrounding. The suppression was mostly directed to the Pro Group which is against Lady Gaga's concert. The writers concluded that Pro group is excluded because Jakarta Post wanted to attract readers' attention to the Con group.