

CHAPTER I

INTRODUCTION

This chapter outlines the background of the study, the research question, the purpose of the study, the scope of the study, the significant of the study and the previous of the study.

1.1 Background of the Study

Undeniably, the effects of mass media is very significant. When representing a person, media texts often focus on their age, gender, race or ethnicity, financial status, job and culture or nationality. Many people who have power take advantage of the role of the mass media to influence its readers against an issue. According to Fowler (1991), “real events... are not intrinsically newsworthy, but only become ‘news’ when selected for inclusion in news report. The vast majority of events are not mentioned, and so selection immediately gives us a partial view of the world.” (p. 11). As consequence, the selection or the neglect of reporting certain events and the manner in which these events are represented are two major elements that can be used as an index of bias in media contexts.

The way information is transferred to its recipients comes through various forms of communication, all of which is framed to meet the goals of the providing source. In social theory, a ‘frame’ consists of a schema of interpretation, collection of anecdotes, and stereotypes that individuals rely on to understand and respond to events. In communication, framing defines how

news media coverage can shape mass opinion by using these specific frameworks to help guide their reader to understanding. News companies and journalists have the ability to dictate what stories are considered newsworthy and how much prominence and space they are allocated. Each media construct reality into the news to get the public's attention. Rhode (1995) agrees, saying, "the media play a crucial role in shaping public consciousness and public policy" (p. 685).

Lippman (in Coleman, McCombs, Shaw & Weaver, 2009, p. 147), explains that the mass media has a power to construct the audience view the phenomenon. It means that the news do not present all of sudden, however, through the construction process first. Framing may include selecting and emphasizing certain aspects of an event or issue, excluding information, and using a particular tone. Framing, in most cases, may shape cultural perceptions (Rhode, 1995).

Framing is a way of how events are presented by the media. The presentations are presented by emphasizing certain parts, highlighting certain aspects, and emphasizing a certain way of telling from the reality of events. Framing is a method of presenting a reality that is not completely deny the truth of a fact, but rather subtly deflected. Through the framing, the reader can figure out the direction and a media bias in presenting the news. There are several models of framing used in analyzing media texts. One of these models is Pan and Kosicki's framing model which is a modification of the operational dimension of discourse analysis Van Dijk. This framing model is one of the

most popular models and widely used. For Pan and Kosicki, this framing analysis can be an alternative in analyzing media texts.

According to (Sobur, 2009, p.175) said that Pan and Kosicki through the 'framing analysis': *An Approach to News Discourse*" operates four structural dimensions of news text as framing devices namely syntax, script, thematic, and rhetorical, this model assumes that every story has a frame which serves as the central organization of ideas. Frame is an idea associated with the different elements in the report text as a quote sources, background information, and the use of certain words or phrases into the text as a whole.

Media is occupying compulsory elements in the present civilization with language as the main element in deciding the standpoint / perspective of looking at an information. The mass media is an intuition complex set of processes, practices, and conventions in the community where it is developed in a particular social and cultural context. It can affects the feelings and expectations as well as the perspective of consumers towards a reality. The relationship of language and mass media are very close. Language is the central role for the media in constructing its customers. The role of linguistic structures in the construction of newspapers' ideas suggests that the language is not neutral, but it is a very constructive mediator. News is a representation of the world in the language, which is socially constructed, so that a discourse to be far of a reflection of social reality and the empirical neutral fact. It is worthy to note that one of the major organs of spreading and technicalizing a language is through the Mass Media.

For many years, the premier deliverer of news was in the form of printed media such as newspaper. Through technological advancement, online newspaper replaced the printed newspaper as the medium accessed for news. Currently, people are more interested in online media. The informations provided by online media are very easily and rapidly accessible for the smartphone's users or gadget around the world. Then it indicates that online media, rapidly, can influence and shape its readers value related topical issues today.

One of the pretty much discussed issues today is the emergence of a controversial Islamic preacher from India, Dr Zakir Naik. Zakir Naik is an Indian public speaker and writer on the subject of Islam and comparative religion. He travels extensively and has been featured at many Islamic conferences. A medical doctor by training, Naik attempts to clear what he considers misconceptions about Islam, using the Qur'an, Hadith and other religious scriptures as a basis, in conjunction with reason, logic and scientific facts while also spreading Dawah (Islamic proselytism). He is popular for his critical analysis and convincing answers to challenging questions posed by audiences after his public talks.

Amongst the billion plus population of India Dr Zakir Naik was ranked No. 82 in 'The 100 Most Powerful Indians' (zakirnaikqa.wordpress.com) list published by Indian Express in the year 2009 and ranked No. 89 in 2010. He was ranked No. 3 in the 'Top 10 Spiritual Gurus of India in 2009' and topped this list in 2010. He was ranked in the top 70 list of the '500 Most Influential

Muslims in the World' issued annually by Georgetown University, USA, in the years 2011, 2012, 2013/14 and 2014/15.

What makes Dr Zakir Naik controversial are his statements and views in the public talks and his TV's programmes. In a 2003 speech in Toronto, Naik asserts that it is *haram*, forbidden, for Muslims to wish their Christian friends a merry Christmas. He said that when someone wishes a Merry Christmas then one is agreeing that Jesus Christ was born on the December 25th and he is the son of God which is shirk.

On April 2016, is the turn for Malaysia to be visited by Zakir Naik for second time, "DR Zakir Naik's Lecture Tour to Malaysia" was held from 9th – 20th of April. The President of India's Islamic Research Foundation started a series of lectures in Malaysia on the invitation of the state government. The tour had been scheduled to be held in Terengganu, Bukit Jalil, Melaka and some universities in Malaysia. Dr Zakir's recent one-week tour in Malaysia caused controversy, the enthusiasm of Malaysian were very high about the tour, tough. Several Hindu and Indian groups opposing his visit and claiming that the preacher regularly insults Hinduism in his talks. They demanded the government to ban the lectures.

Pros and cons emerge from almost all media platform in Malaysia. The Star Online and New Straits Times Online are two of the online newspapers that raised the issue about Dr Zakir Naik's tour in Malaysia. They produced quite a lot news about Dr Zakir Naik's tour in April. There are people who judge Zakir Naik's program must be stopped as often discredit other religions. One of them is

the MIC Youth statement published by The Star Online on 10th April 2016. The MIC Youth chief said that Zakir Naik is known for demeaning tactics to undermine other religions in his talks so that in view of this matter, the MIC Youth will ask help to nationwide police to stop Zakir's programme.

On the other hand, people who support Zakir Naik are also not a few. Zakir Naik's lecture at University Teknikal Malaysia Melaka (UTeM) was attended by more than 20.000 people. A school committee chairman of Ibnu Hajar Tahfiz said that Zakir Naik's talks are inspiring and he believes the talks will bring a goodness for his students to the New Straits Times Online on 17th April 2016.

Interestingly, although those online newspapers discussed Zakir Naik each of them seemed to have a different perspective. It can be seen from the label title, the storyline, the quotations and the statements they wrote in the news. From the first news, The Star Online's article entitled *MIC Youth all out to stop controversial orator's programme*. The Star seems more highlighting the opinion of MIC Youth who dislike the Zakir Naik's programme. As if MIC Youth was the very right party to be consulted about Zakir Naik. Meanwhile, in article of New Straits Times entitled *20,000 turn up for Zakir Naik's lecture at UTeM* was giving an attractive impression and inviting sense of amazement of people to Naik's lecture. The quotations were taken from the testimony of people who love Zakir Naik.

Of the two examples of news in two different news portals, The Star Online and New Straits Times Online the researcher found that those news are

constructed by the media. Therefore, the researcher found it is interesting to analyze how the media is constructed by the two news portals.

In this study, the researcher analyzes the construction of the news about Zakir Naik's Lecture in Malaysia on April 2016 by using Pan and Kosicki framing analysis model. In the researcher's view, framing analysis model of Pan and Kosicki is an appropriate model for this study. For in this model, the units of analysis that will be examined are part of syntax, script, thematic and rhetorical of the news. So that, the analysis can be done in-depth and thoroughly.

1.2 Research Question

“How Zakir Naik is represented in two online newspapers in Malaysia The Star and New Straits Times?”

1.3 Purpose of the Study

The main purpose of this study is to analyze the language used to represent a controversial Islamic preacher Dr Zakir Naik's lecture that will be held in Malaysia in ten articles (five per each) of two Malaysia's online newspapers The Star and New Straits Times.

1.4 Scope of the Study

This study focuses on the analysis of words, clauses, phrases, sentences and images that creating the image of a controversial Islamic preacher Dr Zakir Naik due to his lecture that will be held in several cities in Malaysia in ten articles

(five per each) of two Malaysia's online newspapers The Star and New Straits Times.

1.5 Significance of the Study

This study is expected to give more knowledge and information about media construction and representation of a controversial Islamic preacher Dr Zakir Naik in ten selected articles of two online newspapers The Star and New Straits Times, especially, for the writer herself. Hopefully, this study will gain a deeper understanding about the media convergence for the society. So that, the society could be wiser in selecting news media without bias. For the students of English Department at State University of Jakarta, the study will become a comparison and reference for further research about media.

1.6 Previous Study

In 2014, a study about framing analysis has been done by Maria Luisa Azpiroz entitled *Framing and Political Discourse Analysis: Bush's trip to Europe in 2005*. This paper proposes and applies a qualitative methodology for the analysis of frame building in political discourse based on Entman's and Kuypers' contributions. The data sources are three documents taken from the White House archive: Bush's speech to European leaders ("Concert Noble", Brussels, 21 February 2005); Bush and NATO Secretary General de Hoop Scheffer's press conference (NATO Headquarters, Brussels, 22 February 2005); and Bush, Juncker and Barroso's press conference ("Justus Lipsius", Brussels, 22 February 2005)³. Only Bush's discourse is analyzed. The analysis of Bush's discourse reveals the presence of three themes related to the War on Terror and their corresponding narratives.

Another study has been conducted by Gema Mawardi from Universitas Indonesia on January 2012 entitled *Pembingkaian Berita Media Online (Analisis Framing Berita Mundurnya Surya Paloh dari Partai Golkar di mediaindonesia.com dan vivanews.com tanggal 7 September 2011)*. The purpose of this study is to find out the image of media framing in frames an issue, in this case the issue about Surya Paloh's retreat from Golkar party.

Last but not least, a study from International Journal of Applied Linguistics & English Literature, Vol. 4 No. 3 in 2015 about representation of Islam has been done by Emad A. Alghamdi from King Abdulaziz University entitled *The Representation of Islam in Western Media : The Coverage of Norway Terrorist Attacks*. The data of the research are a video report and a collection of new articles about the attacks. This research used Critical Discourse Analysis (CDA) method with Van Dijk's theory. The purpose of this study is to know how Islam's representation in western media.

Those previous studies deal with how something are represented and the data sources are taken mostly from mass media. Considering the previous study above, this study discusses how The Star online and New Straits Times online represent Dr Zakir Naik figure by using framing analysis of Pan and Kosicki's framing model.