

**THE IMAGE OF OPRAH WINFREY IN
O, THE OPRAH MAGAZINE'S
EDITORIALS**



*Building
Future
Leaders*

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**A Thesis submitted in Partial Fulfilment of the Requirements for
the Degree of “Sarjana Sastra”**

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGE AND ART
STATE UNIVERSITY OF JAKARTA**

2011

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ABSTRAK

ESTER YULINDA CESYLIA AMALO. 2011. Citra Oprah Winfrey dalam Editorial Majalah O. Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Skripsi ini menyajikan suatu hasil analisis teks dari editorial majalah O yang bertujuan untuk mengungkapkan citra Oprah Winfrey. Penulis memusatkan teks analisis pada kata, klausa, dan kalimat dalam editorial majalah O berjudul *Here We Go!*. Penulis menggunakan model analisis teks dari Fairclough untuk mendeskripsikan penggambaran, hubungan, dan identitas Oprah Winfrey dengan pembaca. Hasil penelitian ini menunjukkan tujuan Oprah Winfrey menulis editorial majalah O untuk memimpin, membagikan, dan menginspirasi para pembaca agar menjadi wanita yang lebih baik dan hidup dalam kehidupan terbaik mereka. Oprah Winfrey menggambarkan wanita karier yang sehat dan mapan dalam usianya. Hubungan yang terbentuk antara Oprah dan pembaca adalah dekat dan tidak resmi. Identitas Oprah Winfrey dalam editorial adalah sangat kompleks. Dalam kapasitasnya sebagai pendiri dan pemimpin majalah O, ia adalah tokoh yang memimpin pokok pembicaraan dalam majalah O. Sementara itu, ia juga menempatkan dirinya sebagai 'orang biasa' yang sejajar dengan para pembaca. Dalam majalah O, Oprah Winfrey menunjukkan usahanya untuk membentuk citra yang positif, dengan tujuan dapat meningkatkan citra dirinya di depan para pembaca. Hal ini mengarahkan pada usaha untuk 'mempertinggi' citra Oprah Winfrey melalui media. Pembaca majalah O dapat terpengaruh dengan citra Oprah Winfrey yang positif dalam tindakan ataupun emosi sehingga mereka menjadikan Oprah Winfrey sebagai tokoh yang mereka kagumi sekaligus sahabat.

Kata kunci: *Analisis teks, editorial, majalah, citra, Oprah Winfrey*

ABSTRACT

ESTER YULINDA CESYLIA AMALO. 2011. The Image of Oprah Winfrey in O, The Oprah Magazine's Editorials. English Department, Faculty of Language and Art, State University of Jakarta.

This study presents a textual analysis in order to reveal the image of Oprah Winfrey in O, The Oprah Magazine's editorials in O magazine with the title, ***Here We Go!***. The writer uses the textual analysis Fairclough's theory Winfrey to describe the representation, relation, and identity of Oprah Winfrey and the readers. Winfrey wrote O magazine's editorials in order to lead, to share, and to inspire the readers to be better women and get their best lives. These editorials show Oprah Winfrey as the leader and inspiring person who represent a career, healthy, and wealthy woman in her age. The relation that set up between Oprah Winfrey and the readers is close and informal. Winfrey prefers to use informal structure than formal one to press the gap between her and the readers. The identity of Oprah Winfrey is very complex. In her capacity as founder and editorial director who controls the topic in O magazine, she also tries to project herself as an 'ordinary person', like the readers. This is showing the effort of Oprah Winfrey to enhance her image through the magazine. It is referred to effort of 'credit' the image of Oprah Winfrey. This effort can influence the readers in doing and emotion to make Oprah Winfrey as their role model as well as their friend.

Key words: *Textual analysis, editorial, magazine, image, and Oprah Winfrey.*

ACKNOWLEDGEMENT

Praise the Lord... This work has been made possible by the amazing grace of the Almighty God, Jesus Christ who gives strength, inspiration, and power to the writer. Also, many people have contributed to make this thesis possible. The writer would express the gratitude to all those who offered advice and critical comment. In particular, special thanks are due to:

1. Mr. Ifan Iskandar, M. Hum as the leader of English Department.
2. Mrs. Hasnini Hasra, M.Hum as the supervisor.
3. Mr. Dr. Edi Rakhmat Widodo, MMSi as the academic adviser.
4. All lecturers of English Department who give the memorable education and knowledge.
5. The wonderful family, Papa and Mama also Sister Sara, Brother Moses, and Sister Tum as the writer's team to through this life.
6. Three big families around the writer's life: Amalo's Family, especially Andre, Ivana, and Kezia for the support and pray every day, Siregar's Family, her uncle Tulang Ganda and family, also GBI Fiducia's family all the prayers, supporters, and helpers. God bless you all abundantly.
7. NDA 07, based on the name order: Adji, Alvi, Christanti, Dian, Eni, Herliana, Intan, Kartika, Listya, Meitya, Qory, Retno, Zakia, and Erik. Also the supportive neighbor, NDB 07: Beti, Naomi, and all friends with the same supervisor.
8. Small group with big dreams: Sister Novi, Forin, Renita, Roida, and Yani.
9. Senayan's Library in Department of National Education where the inspiration comes from.
10. The entire participants that the writer cannot mention one by one but from the bottom of the writer's heart thank you very much.

The writer wishes you all the best. Let us reach our goal to live in the best life!
God bless you.

Jakarta, 2011

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CHAPTER I

INTRODUCTION

1.1 Background of the study

Media has become an important part in human lives. Media is a tool of communication among the people to deliver the message and to get new information. Talking of media, in this study, the writer will analyze the media that has working among the massive people or known as mass media. In mass media, there is a power to influence knowledge, beliefs, values, social relation, and social identities to the mass people (Arnold, 1995:2). Television, newspaper, magazine, music, movies, books, and internet are all part of the media; and they each provide message to the society. The way of media conveying message is related with the way of media communication.

Darma stated communication is a process of producing or delivering messages or ideas from one party to another party in order to influence each other (Darma, 2009:9). From this definition, the writer found that mass communication is the process of producing and delivering messages to large audiences. According to the linear of mass communication by Campbell, mass communication is component system, made up of senders (the authors, producers, and organizations) who transmit messages (the program, texts, images, sounds, and advertisements) through mass-media channel (newspapers, books, magazines, radio, television, or the internet) to large group of receivers (readers, viewers, citizens, and consumers) (Campbell, et

all., 2005: 6). From this linear of mass communication, the writer focuses on analyzing a writer who transmit her or his image to the readers through a magazine.

Although, electronic media has a rapidly development nowadays, the writer found that magazine has a power to be a part of reader's lives. Magazine is not only giving the information to the readers but also entertainment. Reading a magazine is an intimate, involving experience that fulfills the personal needs and reflects the values of the reader. Magazine Publishers of America shows in 2003, there are the top three subject categories were liked by people, entertainment or celebrity, wearing apparel or accessories and food or nutritionthree. Those categories contain two important contents in magazine, editorial pages and advertising pages. The ratio was 48% advertising pages and 52% editorial pages (http://www.magazine.org/content/Files/MPA_handbook_04.pdf: January, 2011).

From the data above, the writer chooses to analyze the study on editorial in magazine. In here, editorial pages are all articles in magazine which express the editor's opinion on an issue or particular interest at the present time. A magazine's editorial text focuses on the reader's interests and communicates in a way of both informative and entertaining. However, from all editorials in magazine, there is a leading editorial that usually written by the editorial director to lead the readers in order to get involved in the issue of magazine. It

shows that editorial director, who writes an editorial in magazine, has a power to lead the readers in reading a magazine.

Based on what the writer has read from <http://www.transparencynow.com/news/mechanism.htm>, the journalist or known in this study as editor asserts a kind of power over the readers, inviting it to accept and adopt his or her perceptions of something or someone, and claiming, implicitly, that his or her own perceptions are correct and to be accepted. It shows that a journalist can construct the perception of readers toward something or someone. The journalist use her or his power to construct an image of himself or herself, or someone or something else, that is intended to be viewed in with two basic points of view positive or negative in influencing readers in order to attack, enhance, or defend the person or recipient of the image construction. By analyzing the editorial, the writer will reveal the image of an editor who is portrayed in editorial of magazine.

The writer is explicitly interested in the abstract and mental representation of image which forms in a reader's mind from the words that they read. This study goes beyond visual information to the textual analysis in looking for the representation, relation, and identity through the use of words, clauses, and sentences. The writer will analyze the image construction in editorial of magazine by textual analysis in Fairclough's theory. Textual analysis is the basic and essential dimension of Fairclough's theory on critical discourse analysis. Discourse is a concept used by linguists in referring to spoken or written language use (Arnold, 1995: 54). Thus, the writer wants to make clear

that it is also part of a broader project of developing critical discourse analysis as a resource for social analysis and research.

As the tool of analytical theory, the writer uses two important grammatical elements on systemic functional grammar to know transitivity system and mood elements among clauses and sentences. Transitivity system is focusing on how events and processes in clauses are connected (or not connected) with subjects and objects. Then, mood element especially modality is focusing on the writer's degree of affinity with or connection to her or his statement (Jorgensen and Phillips, 2004: 83).

The writer chooses to analyze the image Oprah Winfrey as the editor in *O, The Oprah Magazine* because she is known as the "Queen of All media" (Peterson, <http://aejmc magazine.bsu.edu/journal/>, 2011). She had many productions in the media world by using herself title. She has been success in her talk show named *Oprah Winfrey's Show*. She has a broadcasting named *O radio*. She is the editorial director and founder of *O, The Oprah Magazine*. She has her own production company named Harpo Productions, Inc. (the name 'Harpo' is 'Oprah' spelled backwards). The latest product of her media production is *OWN* or Oprah Winfrey Network, her own television program.

From all those products, the writer chooses *O, The Oprah Magazine* to be analyzed because this product took by her name; the cover of this magazine always shows Oprah as the model and mostly the pages of this magazine is related with Oprah's life. Moreover, the most reasonably for the writer chooses this magazine is as one of a successful magazine along ten years, with

rapidly publication, for instance in June 2004 its average paid circulation was over 2.7 million copies (http://en.wikipedia.org/wiki/O:_The_Oprah_Magazine). O, The Oprah Magazine that publishes every month in United States blows up an interesting issue in every edition with target readers were professional women in her 30s to 50s.

The writer will analyze eight editorials texts written by Oprah Winfrey in O magazine then differentiated editorials based on four seasons in United State; winter, spring, summer, and fall that represent the most important issue related with the portrayal of Oprah Winfrey's image. The writer will find out that editorial text in O magazine shows the positive or negative or just to enhance the image of Oprah Winfrey. This study is important to be discussed because there is a rapidly competition in media to get the public's attention. Moreover, image marketing related to the mass communication is one of the fastest growing areas in marketing communication nowadays. Therefore, the writer uses critical discourse analysis in building the critical language awareness in the mass media.

1.2 Problem Identification

From the background above, the writer formulates the problem as stated below:

1. How does Oprah Winfrey represent her image in *O magazine*'s editorials?

2. What relation has been built between Oprah Winfrey as the editor and the readers in *O magazine's* editorials?
3. What identity is set up for Oprah Winfrey as the editor in *O magazine's* editorials?
4. How is the image of Oprah Winfrey portrayed in *O magazine's* editorials?

1.3 Research Question

Based on the problems which are identified above, the writer would focus on answering the question: *How is the image of Oprah Winfrey portrayed in O magazine's editorials?*

1.4 Purpose of the study

The purpose of the study is to reveal the image of Oprah Winfrey in *O magazine* editorial texts.

1.5 Scope of the study

This study focuses on analyzing eight editorials of *O magazine* divided into four season editions in United States version along the year of 2010. There are January and February editions in winter, March and May editions in spring, June and July editions in summer, and September and November editions in fall. The data will be analyzed in Hallidayan's theory by using transitivity system and mood elements in clauses and sentences. Then, to interpret the data, the writer uses Fairclough's theory of Critical Discourse

Analysis in textual analysis to find representation, relation, and identity in order to reveal the image of Oprah Winfrey in O magazine editorial texts. This study focuses on analyzing the image through the use of words, clauses, and sentences in editorial texts.

1.6 Significance of the study

The study is significant in the sense that it would enrich the studies in critical discourse analysis in media. Moreover, it can give the contribution to English Department for the future research related with the study of media by using Fairclough's theory which is consist of three dimensions to be analyzed. They are textual analysis, discursive practice, and sociocultural. Specifically in this study, the writer focuses on using textual analysis dimension as the basic and important dimension in discourse analysis.

1.7 Benefit of the study

The benefit of the study is to enrich and to expand the reader's knowledge which is concerning how mass media construct the image of a public figure in front of public. Moreover, it can build the language awareness among readers in consuming the product of mass media.

CHAPTER II

LITERATURE REVIEW

2.1 Theory of Image

The theory of image is a difficult topic to describe, even though there is a rising awareness of the importance of the image in modern society. Chin, et al in *Creating Image and The Psychology of Marketing Communication* journal stated image can be described as an abstraction of associations related to a thing, person, or place (Chin, et al., 2006: xvi). Although, the concept of image is broad, there are many ways to conceptualize, categorize, and evaluate image. The writer is explicitly interested in the abstract and mental representation of image, which goes beyond visual information to the textual analysis in looking for the representation, relation, and identity through the use of words, clauses, and sentences in magazine editorials. Image is an individual level concept constructed based on a multiple-variable impression formation process located in the interaction among organizational texts, environmental and individual or personal factors (Williams and Moffit, 1997: 237).

2.1.1 Image Construction in Media

The media today is the story but it is a story that those who control the media will not allow to be told. The truth and the story is that America today is partly a democracy and, as noted, partly a kind of *oligarchy*, in

which governing classes with both conflicting and similar goals, compete and cooperate, and share power with each other, manipulating media to attain their ends (<http://www.transparencynow.com/contents.htm>).

As the writer begin is to examine the mechanics of constructing these images or characterizations. One of the most basic things to find is that a communicator has one of three options. He or she can:

- a. Construct an image of himself or herself, or someone or something else, that is intended to be viewed with negative regard by audiences in order to attack or discredit the person or recipient of the image construction.
- b. Construct an image of himself or herself, or someone or something else that is intended to be viewed with positive regard by audiences, in order to enhance or credit the person or recipient of the image construction.
- c. Construct an image of himself or herself, or someone or something else, that is intended to be viewed with positive regard by audiences (or is intending to be viewed as more positive or less negative than other acts of image construction), in order to defend the image.

Image construction involves creating a positive or negative image of someone or something, crediting or discrediting by referring to all of construction has its effect by making someone feel an emotion reactions from audiences. Acts of credit and discredit involve two kinds of communications, which refer to "facts" and judgments. The first, involving

"facts", consists of specific characterizations: what did the person do, how he or she did it; and so on. The second refers to the qualities judged to be embodied in the specific characterization: were these actions competent or incompetent, constructive or destructive, moral or immoral, and so on. Here, the study focuses on the relationship between image constructions in the editorial of magazine.

2.2 Mass Media

One way to understand the role and the impact of media in people's lives is to understand the cultural context in which the media operate. Often, culture is associated with art, the unique forms or representation expressions that give pleasure and raise awareness about what is true, good, and beautiful. Campbell stated that culture is a process of delivering the values to a society through products or other meaning-making forms (2005:6). The mass media is the cultural industries or the channel of communication that produces and distributes songs, novels, newspapers, movies, internet service, and other cultural products to large numbers of people (2005:6). Television, newspaper, magazine, music, movies, books, and internet are all part of the media; and they each provide message to the society. The way of media conveying message is related with the way of media communication.

Stated from Darma, communication is a process of producing or delivering messages or ideas from one party to another party in order to

influence each other (2009: 9). Then, according to the linear of mass communication by Campbell, mass communication is component system, made up of senders (the authors, producers, and organizations) who transmit messages (the program, texts, images, sounds, and advertisements) through mass-media channel (newspapers, books, magazines, radio, television, or the internet) to large group of receivers (readers, viewers, citizens, and consumers) (Campbell, et al., 2005: 10). The mass media is helping the distribution of those messages. For instance, when people listen to music, read a book, watch television, or scan the internet is trying to identify or connect with something or someone and accepting the message.

2.2.1 Magazine

Magazine is one of the printed media. Although, electronic media has a rapidly development nowadays, the writer found that magazine has the power to be a part of reader's lives. A magazine is a friend, a real, enduring companion and an integral part of a reader's personal and professional life, especially for women (http://www.magazine.org/content/Files/MPA_handbook_04.pdf).

Magazine broadly refers to collection of articles, stories, and advertisements appearing in nondaily because it usually printed weekly or monthly. Reading a magazine is an intimate which is involving experience that fulfills the personal needs and reflects the values of the reader. It is

one reason of the average reader spends 45 minutes reading each issue in magazine (data taken from MRI Fall, 2003: www.magazine.org). The power of magazines stems from the relationship each magazine has with its readers. Consumers have an emotional, intimate bond with their favorite magazines, and it is this relationship with the editorial product that enhances the credibility of the advertising environment causing the consumer to take action.

Today, magazine still give people voices that are not readily heard in mainstream. Like newspaper and television, magazine reflects and constructs portraits of people lives, especially in American life (Campbell, 2005: 301). Magazine Publishers of America shows in 2003, there are the top three subject categories were liked by people, entertainment or celebrity, wearing apparel or accessories and food or nutritionthree. Those categories contain two important contents in magazine, editorial pages and advertising pages. The ratio was 48% advertising pages and 52% editorial pages (http://www.magazine.org/content/Files/MPA_handbook_04.pdf: January, 2011).

2.2.2 The Image of Women in Magazine

Women's magazines are distinguished from other media mainly by the fact that they are directed specifically to, and read primarily by, women. This factor explains feminist concern with the images projected in these publications, precisely because of their potential impact on women's

consciousness and self-perceptions (Ceulemans and Fauconnier, 1979: 39). Studies of female images in women's magazines tend to focus on advertising, because the vast majority of advertisements for consumer products are aimed at women. However, magazine also consist of the many articles and editorial or non-advertising pages for construct the readers' perception and convey the message.

After reading *Mass Media: The Image, Role, and Social Conditions of Women* journal, the writer concludes that the image of women in magazine is divided into two, fiction and non-fiction. Fiction represents “the weak spot” in women’s magazine in term of influencing conventional role concepts. For instance, women's magazines such as *Good Housekeeping*, which shows women as home and family-oriented without offering any alternatives, could provoke guilt complexes in female readers who did not choose to sacrifice their careers for the housewife role. Women in fiction have always looking for romance, true love, and family-oriented in conventional ways.

While the non-fiction content shows some signs of awareness of the changing position of women, it also remains largely tradition-oriented in depicting them and their role in society. The purpose is to examine which role models the magazines presented, how they reflected social reality, and what their positions were regarding the changing roles of women. For instance, in *Cosmopolitan* magazine that presents profiles of successful women in a wide variety of fields, including non-traditional

occupations. Although, Cosmopolitan main focus on men rather than careers, it is presented work as an opportunity to meet men and job description tend to be glamorized and romanticized (Ceulemans and Fauconnier, 1979: 39). That is also what non-fiction deal with.

2.2.3 Editorial

In this study, editorial pages are all articles in magazine which express the editor's opinion on an issue or particular interest at the present time. A magazine's editorial text focuses on the reader's interests and communicates in a way that is both informative and entertaining (http://www.magazine.org/content/Files/MPA_handbook_04.pdf: January, 2011). However, from all editorials in magazine, there is a leading editorial that usually written by the editorial director to lead the readers in order to get involved in the issue of magazine. It shows that editorial director, who writes an article in magazine, has a power to lead the readers in reading a magazine.

Van Dijk shows that editorials contain explicit, implicit and implied opinions that lead the reader to agree with the recommendation formulated by the newspaper or printed media in its conclusion (1996: 61). Most magazines contain both editorial and advertising content; both inform and entertain. In addition, advertising revenues enable magazines to keep subscription and newsstand costs affordable. Magazines continue

to be an important part of consumers' lives even in the face of media proliferation or the increasing numbers of media products.

2.3 Media Discourse

Discourse implies the use of language, and a linguistic analysis of the language used reveals what the texts say explicitly and implicitly (Arnold, 1995: 54). However, discourse involves also a transmission of beliefs. When texts are placed into their context, their ideology is revealed. According to Van Dijk's multidisciplinary theory of ideology (1995: 248),

Ideologies are basic frameworks of social cognition, shared by members of social groups, constituted by relevant selections of sociocultural values, and organized by an ideological schema that represents the self-definition of a group.

By that definition, the writer will analyze a product of media in order to reveal the image or concept of a prominent figure that has the power of media production. According to Fairclough's theory, discourse is the using of language to represent a social practice, evaluated from particular point of view (Eriyanto, 2001: 286). In general, the system of communication is the factor that influenced the actor in making a discourse.

Discourse in the media's live has the contribution of constructing the society. According to a research (Hamad, 2004), the reality construction from the actor of discourse, for instance in mass media is starting with the first reality of condition, thing, mind, people, event, and so on. In doing the reality construction, the actor construction is using a particular strategy not quit from the influence from external and internal,

the strategy of construction is including the choice of language from words to paragraphs; the choice of facts that wants to input then the result of discourse process is a discourse or the construction reality like text, talk, action, or artifact. Therefore, discourse which is constructed had influenced by many factors. There is a meaning and image that want to build behind the discourse also a particular self-interest that fought for.

2.3.1 Critical Discourse Analysis

In critical discourse analysis (CDA), discourse is not just talking about language study. Language is a tool to be used in a discourse but actually its also consists of the form of social practice. Then the social practice can show the effect of ideology. (Eriyanto, 2001:7).

Recently, social theory has produced important insights into the social nature of language and how it functions in contemporary societies. Social theorists have tended to put such insights in abstract ways, without analysis of specific texts. Arnold stated that to develop a form of discourse analysis which can contribute to social and cultural analysis, the social theorists need to combine these insights with traditions of close textual analysis which have developed in linguistics and language studies – to make them ‘operational’, practically usable, in analysis of specific cases (1995:2).

This approach called ‘critical’ as a recognition that the social practice in general and the use of language in particular are bound up with

causes and effects which people may not be at all aware of under normal conditions (Arnold, 1995:54). Specifically, connections between the use of language and power are often not clear to people. For instance, ways in which a conventional consultation between a doctor and a patient is organized, or a conventional interview between a reporter and a politician, take for granted a whole range of ideologically potent assumption about rights, relationships, knowledge, and identities.

Arnold stated that the term 'discourse' is a concept used by both social theorists and analysts and linguists. Discourse refers to spoken or written language use. Language use as discourse is to investigate the way that is informed by social theory insights as a form of social practice. It also implies that language is a socially and historically situated mode of action, in a dialectical relationship with other facets of the social. Critical discourse analysis explores the tension between two sides of language use, the socially shaped and socially constitutive, rather than opting one-sidedly for one or the other. Arnold also stated language use – any text – is always simultaneously constitutive of (1) social identities, (2) social relations and (3) system of knowledge and belief (1995:55).

2.3.1.1 Textual analysis by Fairclough

Fairclough has divided the discourse analysis into three dimensions. There are textual analysis, discourse practice, and sociocultural practice. Textual analysis uses the linguistics structure by

finding out the words, semantics, and structures. Discourse practice is the dimension which is related to the process of text production and text consumption. Then, sociocultural practice is the dimension that related to outside of context like related with situational, institutional, or social (Eriyanto 2001: 286-287).

The writer focuses on textual analysis because it is an essential part of discourse analysis. The writer would analyze editorial texts by using the textual analysis to find out: (1) the representation, (2) relations, and (3) identity (Arnold, 1995: 58). The writer might focus upon Fairclough's theory in text dimension which is how three aspects are articulated:

- a. Particular representations and recontextualization of social practice (ideational function) – perhaps carrying particular ideologies.
- b. Particular constructions of writer and reader identities (for example, in terms of what is highlighted – whether status and role aspects of identity, or individual and personality aspects of identity).
- c. A particular construction of the relationship between writer and reader (as for instance, formal and informal, close and distant).

The analytical of framework of critical discourse analysis is summarized in Figure 1.

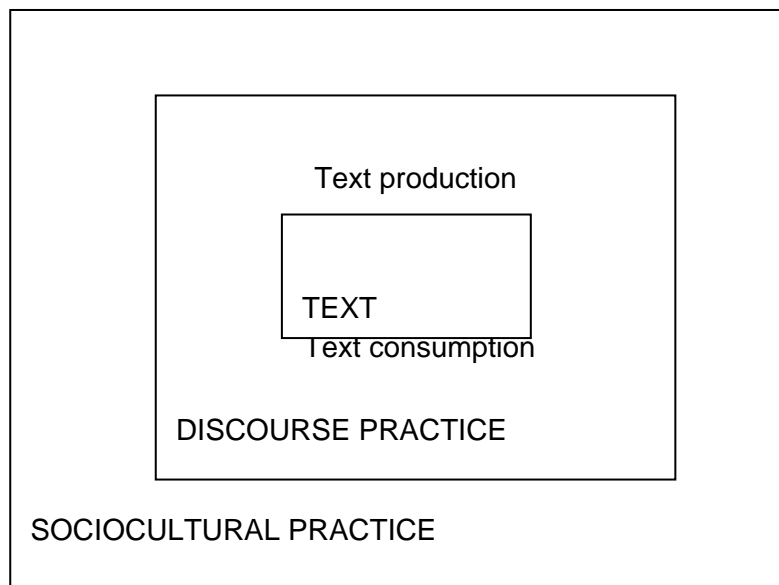


Figure 1: A framework for critical discourse analysis of a communicative event (Arnold 1995: 59)

In the text analysis, Eriyanto stated that a text is not only show how the object is described but also how the relation among the objects is defined (2001: 289). There are three basic elements in Fairclough's theory, representation, relation, and identity based on the text. It can be analyzed by two important grammatical elements, transitivity and modality. When analyzing transitivity the focus is on how events and processes are connected (or not connected) with subjects and objects. Then, modality focuses on the speaker's or writer's degree of affinity with or affiliation to her or his statement. Three element of textual analysis can be described in this table below:

Elements	Aspects of analysis
Representation	How the event, people, group, situation, condition, or anything that have been described in a text.
Relation	How the relation between journalist, public, and participant that have been described in a text.
Identity	How the identity of journalist, public, and participant are described.

Table 1. (Eriyanto, 2001: 289)

2.3.1.1.1 Representation

Representation is focusing on how events, situations, relationships, people, and so forth are represented in texts (Eriyanto, 2001: 290). A basic assumption is that media texts do not merely ‘mirror realities’ as is sometimes naively assumed; they constitute versions of reality in ways which depend on social positions and interests and objectives of those who produce them. They do so through choices which are made at various levels in the process in a text, therefore comes down to an account of what choices are made – what is included and what is excluded, what is made explicit or left implicit, what is fore grounded and what is back grounded, what process types and categories are drawn upon to represent events, and so on (Arnold 1995: 103-104).

Representation in clause is related with how the person, group, event, or activity is described in the text by the way of language using. First, the writer would analyze the vocabulary in the text then language structure, also the choice of words or metaphor in the text (Eriyanto 2001: 291). The way to analyze a text is by using systemic functional linguistic to show the process in that clauses. Representation in clauses combinations is the writer would find out the coherence in the text by find out elaboration, extension, or enhancing in a sentence of the text. Representation in inter-clauses combinations is representation in here is finding out about the part that has been prominent than other parts. This aims to show how the participants have been described in the text, is it independent or not, the reaction of the object is related to the news or not, and so on.

2.3.1.1.2 Relation

If the representation is talking about how the person, events, activities, or action has been described, relation would concern with the participant in the text, the relation among the participants in the text, journalists, readers, and public (Eriyanto 2001: 300). In this study, the writer would find out the relation between the editor and the readers. The relationship that has constructed is formal or informal, and close or distant (Arnold, 1995).

2.3.1.1.3 Identity

In this aspect, the text analysis would show how the identity of the journalist has been described and constructed in the text (Eriyanto 2001:300). After analyzing the representation and relation, the writer would find out the identity that has constructed in editorial. The identity of the journalist is that about the status, role of aspects of identity, or individual and personality aspects of identity (Arnold, 1995: 58).

Most accounts of ideology in the media stress representational issues. Even though, perhaps relatively stable constructions of social and personal identity and relation which have become naturalized as one part of subject of familiar media genres and formats (the news, magazine programmes, advertisement) are now more ideologically significant in the implicit messages that media convey about people and relationships than the variable representation contents (Arnold, 1995: 127). For example, a presenter may be trying to simultaneously manage the roles of providing the authoritative information and entertainer, while also trying to project herself or himself as an 'ordinary person', like the audience. It shows the complication that has a range of models to choose between. This is showing a complex image that changing through time.

2.3.1.2 Systemic Functional Linguistics

Systemic functional linguistics greatly influences the analysis of discourse, especially the Fairclough's theory of critical discourse analysis.

This Systemic Functional Linguistics theory (henceforth SFL) grew out by first work of JR Firth, a British linguist of the 30s, 40s, and 50s, but was developed mainly by his student M. A. K. Halliday. By using Hallidayan theory, the writer will analyze every clause in editorial text in order to find the image of Oprah Winfrey. In this study, the writer will use the metafunction dimension in language.

Metafunction dimension is related with the basic functions of language in making sense of people experience and acting out in social relationships (Halliday, 2004: 29). The metafunctional theory divided into three broad metafunction which is concerned with a different mode of meaning of clauses: ideational, interpersonal, and textual (Halliday, 2004: 61). In this study, the writer will use the metafunction of ideational or experiential and interpersonal because of relating to the Fairclough's theory in textual analysis. Metafunction of experiential or ideational is construing a model of experience and corresponding status in clause as representation. On the other hand, metafunction of interpersonal is enacting social relationships and corresponding status in clause as exchange (Halliday, 2004: 61).

2.3.1.2.1 Ideational Metafunction

Ideational metafunction refers to how the text places meaning and significance on its actors and the actions described. Ideational metafunction is about the natural world in the broadest sense, including

our own consciousness, and is concerned with clauses as representations (Halliday, 2004: 59-60). These are further divided into two categories: transitivity and nominalizations.

The transitivity system construes the world of experience into a manageable set of process types (Halliday, 2004: 170). The two main elements of transitivity by which 'reality' can be rendered intelligible are 'process' and 'participant'. Process types are verbs and verbal groups which describe actions or states of being. According to Halliday, there are six types of process:

- a. Material process – process of doing, happening, creating, and changing. The participant in the structures that contain material processes are actors (those who do) or goals (those unto whom things are done);
- b. Mental process – process of sensing. Participants who perform this is said to be 'senser' while that which is perceived or felt is called 'phenomenon';
- c. Relational process – process of being and having and attribute or identity, with participants as the 'carrier' or 'identified' and attributes as 'identifier';
- d. Verbal process – process of saying, or more accurately, of symbolically signaling. Those who say things are 'sayers', those who are addressed are 'targets';

- e. Behavioral process – process of physiological and psychological behavior (laughing, smiling, signing). Those who perform such processes are called ‘behavers’;
- f. Existential process – process of existence.

Participants and nominalization describes how foregrounded or backgrounded the agents of actions are placed in the text. Nominalization is the use of a verb, an adjective, or an adverb as the head of a noun phrase, with or without morphological transformation (wikipedia.org/wiki/nominalization). In this study, the writer focuses on categorizing the clause based on the types of process in order to find the most types used in editorial texts.

The process of type is related with two other elements. There are participant and circumstance. The participant is the representation of social actors in clauses; it is related with the variable of pronoun or noun such as ‘I’, ‘he’, ‘we’, ‘you’, etc. Circumstances are the information of time, place, purpose, reason, and means (Fairclough, 2003:141)

2.3.1.2.2 Interpersonal Metafunction

Interpersonal metafunction is about the social world, especially the relationship between speaker and listener or writer and reader, and is concerned with clauses as exchange. It is the element the speaker makes responsible for the validity of what he is saying (Halliday, 2004: 59). It deals with two categories, mood and modality.

Mood is constructed from two constituents, subject and finite (tense, modality, or polarity in the verbal group). The mood of the clause can be realized in the classification of clause system: indicative (declarative and interrogative) and imperative. Mood as the interpersonal meaning of the clause can be divided into two: proposition (giving and demanding information) and proposal (giving and demanding good and services) (Halliday, 2004:134).

Modality is related with polarity or the opposition between positive and negative on the status of what is being said or write. Modality is construing the region of uncertainty that lies between 'yes' and 'no'. Modalized clauses are thus in principle ambiguous or expressing more than one possible meaning as between proposition and proposal (Halliday, 2004: 147).

2.4 The Profile of Oprah Winfrey

Oprah Gail Winfrey or well-known as Oprah Winfrey is an American television host, actress, producer, and philanthropist, best known for her self-titled, multi-award winning talk show, which has become the highest-rated program of its kind in history. Winfrey was born on January 29, 1954 in Kosciusko, Mississippi, United State. After her birth, Winfrey spent her first six years living in rural poverty with her grandmother, Hattie Mae Lee (April 15, 1900 - February 27, 1963) who was so poor that Winfrey often wore dresses made of potato sacks, for which the local

children made fun of her. Vernita Lee, her mother was a housemaid and traveled to work to the other state. Her biological father was Vernon Winfrey, a coal miner turned barber turned city councilman who had been in the Armed Forces when she was born. (http://en.wikipedia.org/wiki/Oprah_Winfrey).

During her teen years, Winfrey began to misbehave and was sent to live with her father, a strict disciplinarian, in Nashville, Tennessee. Living in a broken family, Winfrey also had a dark life, she experienced as a teenage girl who having a lot of different sexual partner until she became a victim of sexual abuse. Winfrey gave birth at the age of 14, unfortunately her son died shortly after. Even though, with the hard discipline from her father, she won a speaking contest that awarded her scholarship to Tennessee State University in Nashville at sixteen. She went to college and won the Miss Black Tennessee pageant. She had many achievements since young that affected until now.

In 1977 she began her career as a talk-show host in Baltimore, Maryland. In 1984 Winfrey took over as host of A.M. Chicago, quickly boosting the show's ratings then the show was renamed The Oprah Winfrey Show. Since 1986, it has won several Emmy Awards both for best talk show and best talk show host. In the same year, Winfrey created her own company, Harpo ("oprah" spelled backward) Productions (http://en.wikipedia.org/wiki/Oprah_Winfrey).

In October 1998 *Time* magazine stated Oprah Winfrey as “Queen of All Media” because she had created many products of media. After she has been successful in her talk show, she created a broadcast named O radio. Always seeking new opportunities, Winfrey made cooperation with Hearst Corp., a magazine company publisher, to create a magazine named O, The Oprah Magazine in the year of 2000. Oprah occupies as the editorial director and founder of O, The Oprah Magazine. The latest product of her media production is OWN or Oprah Winfrey Network, her own television program which is launched on January 1, 2011.

Winfrey has received numerous awards for her work. She was nominated for an Oscar for her role as Sofia in the 1985 film *The Color Purple* and was inducted into the Television Hall of Fame in 1994. In 1999 Winfrey was listed in *Forbes* magazine as the wealthiest woman entertainer in the United States, based on her earnings of about \$725 million. She has been ranked the richest African American of the 20th century, the greatest black philanthropist in American history, and was once the world's only black billionaire. She is also, according to some assessments, the most influential woman in the world (Salzman, et al., 2001).

Munif in his book titled *40 Perempuan yang Mengubah Dunia* stated that Winfrey is an influential women in the world. In 2007, she was obvious to support Barack Obama to be the President of US in his campaign. She attracts many people’s attention to vote especially African

American voters. The factor that makes Winfrey liked by many people is her openness and sincerity to public. That is made Winfrey has a lot of fans, around fourteen million people in US and some millions in other countries. She never hesitates to share her life to the public even her worst and dark life. The honesty is a power to support her popularity and successful life (Munif, 2009: 161).

2.5 O, The Oprah Magazine

O: The Oprah Magazine, sometimes simply abbreviated to **O**, is a monthly magazine founded by Oprah Winfrey and Hearst Corporation. It was first published on April 19, 2000. As of June 2004, its average paid circulation was over 2.7 million copies, two thirds by subscription. A South African edition was first published in April 2002; according to the South African Advertising Research Foundation, its average readership was over 300,000 (http://aejmc magazine.bsu.edu/journal/archive/fall_2003/oprah.htm).

Company overview of *O*, The Oprah Magazine is a catalyst that helps confident, intelligent, affluent women lives their best life. With an emphasis on person growth, it engages and addresses every aspect of a woman's life - the material, the intellectual and the emotional. It inspires women, challenges them and never talks down to them. As a result, each month, *O*, The Oprah Magazine forges a true emotional connection.

The mission of O magazine is women have an opportunity to make a real mark with this magazine. It is to speak and connect to women in a way no other publication ever has. Moreover, it is to help women see every experience and challenge as an opportunity to grow and discover their best self, to convince women that the real goal is becoming more of who they really are and to embrace their life (<http://www.oprah.com/omagazine.html>). O, The Oprah Magazine provides information and inspiration on everything from lasting love to attractive food, from getting healthy to getting dressed, from the joys of reading to the rush of learning how to do everything a little better.

Peterson stated in *Combining Mass and Class Journal* that O, The Oprah Magazine has a formula to be success. It is combined essential elements of two established and proven magazine genres which is shared the celebrity magazine of Hollywood in its heyday and the women's service magazine (http://aejmcmagazine.bsu.edu/journal/archive/fall_2003/oprah.htm). As a celebrity publication, *O, The Oprah Magazine* centered upon talk show host Oprah Winfrey, and sometimes some other celebrities. They shares about their lives, experiences, hobbies, problems, many things that attract people's attention. O magazine also served readers in the tradition of women's service magazines with helpful information on topics of cooking, household tips, beauty, health, and fashion news.

2.6 Theoretical Frameworks

The writer collects O magazines along the year of 2010 then classifies it based on the four season editions in US version. There are winter, spring, summer, and fall editions. This study focuses on analyzing editorials by using textual analysis to reveal the image of Oprah Winfrey in O magazine's editorials. Textual analysis consists of three elements, representation, relation, and identity. Those elements have become the important elements to reveal an image that portrayed in the text. Thus, textual analysis in Fairclough's theory is the best model of analyzing the text in media in order to reveal the image of journalist.

In analyzing the text, textual analysis is closely related with two important grammatical elements in the system functional linguistics, transitivity and modality. The writer will identify every clauses in editorials based on the type of process then find mood and modality. After that, texts will be analyzed in order to find the representation, relation, and identity of Oprah Winfrey through the use of words, clauses, and sentences. Finally, the writer will interpret and submit the conclusion from the data that shown in every season to find the general conclusion of Oprah Winfrey image. The image will reveal the intention of a journalist who writes the text in two basic points of view, positive or negative, in order to influence the readers to attack, enhance, or defend the person or recipient of the image construction.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Method of the research

This study is a descriptive analytical interpretative study since the writer provides descriptions of the phenomena that occur naturally, without the intervention of an experiment or an artificially contrived treatment (Kountour 2004:105). According to Ratna (2004:53) descriptive analytical study is a study where facts are described and supported with analysis. Thus, the study will do an in-depth textual analysis on the editorial texts by Fairclough's theory as the conceptual methodology. Hallidayan term of language metafunction of ideational and interpersonal is used in this study as the analytical methodology.

3.2 Source of the data

The sources of the data are eight editorials in O magazine along the year of 2010. Editorials are classifying according the four season editions in US. There are winter editions in January and February, spring editions in March and May, summer editions in June and July, and fall editions in September and November. These eight editorials are selected to find the representation, relation, and identity of Oprah Winfrey as the editor in particular topic of magazine issue in each season.

The data is taken from the leading editorial in O magazine, titled *Here We Go!*. The writer analyzes the use of words, clauses and sentences in eight editorials to reveal the image of Oprah Winfrey.

3.3 Data Collection Procedures

The steps that the writer use in collecting the data:

1. Collecting the editorials that appear in O magazine randomly along 2010.
2. Classifying the editorials into four season editions in US, in winter, spring, summer, and fall.
3. Choosing eight editorials that most portraying the Image of Oprah Winfrey as the editor who tells her life to the readers of O magazine to be analyzed in this research.

3.4 Data Analysis Procedures

From the data collecting procedures above, these are the steps to analyze the data:

1. Categorizing the editorials

Categorizing eight editorials in winter, spring, summer, and fall based on representation, relation, and identity.

2. Identifying the data

Identifying all words, clauses and sentences based on the transitivity and mood elements that used in editorial texts.

3. Analyzing the data

Breaking down the data and analyzing it based on transitivity system.

4. Analyzing the data

Analyzing every clause based on the mood elements.

5. Interpreting the data

Interpreting the editorials per season based on textual analysis to get the pre-conclusion.

6. Concluding data

The last step of the data analysis procedure, this study will provide the general conclusion according to the pre-conclusion in every season to reveal the image of Oprah Winfrey.

CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Data Description

The data analyses are taken from O, The Oprah Magazine's editorials titled *Here We Go!* in US version. The data are eight editorials differentiated into the four seasons in US, winter, spring, summer, and fall. The division is January and February in winter, March and May in spring, June and July in summer, and September and November in fall. These entire editorials will be analyzed to find out the image of Oprah Winfrey as the editor of O magazine. The writer analyzes the text by using transitivity system and mood element. The data is interpreted in textual analysis to find representation, relation, and identity. The writer analyzes the words, clauses, and sentences in the text. Those data are analyzed by using linguistics tools of Hallidayan and textual analysis in Fairclough's theory.

4.2 Findings and Discussion

4.2.1 Transitivity System

The writer is breaking every sentence in editorials into clauses to classify it based on six types of process. There are material, mental, relational (attributive or identifying), verbal, behavioral, and existential process. After breaking the sentences, the writer found 226 total clauses in eight editorials.

Every clause is classified based on the process and the result of analyzing the process shows material process as the most using process with 43% or 97 material processes. The samples of process are by the verbal words: *go, get, do, led, develop, achieved, make*, etc. It construes Winfrey as the editorial director of O magazine has intention to influence the readers in the process of doing, happening, creating, and changing. In the title of editorial, *HERE WE GO!* shows material process, *we* as the Actor shows Winfrey as the editor placed herself in same place with the readers to do the same process called *go*. This is showing Winfrey who declares the starting point of issue in O magazine. O magazine readers are led to read *Here We Go!* as the leading editorial written by Oprah Winfrey in order to make the readers ready in reading O magazine. The analysis on transitivity system shows:

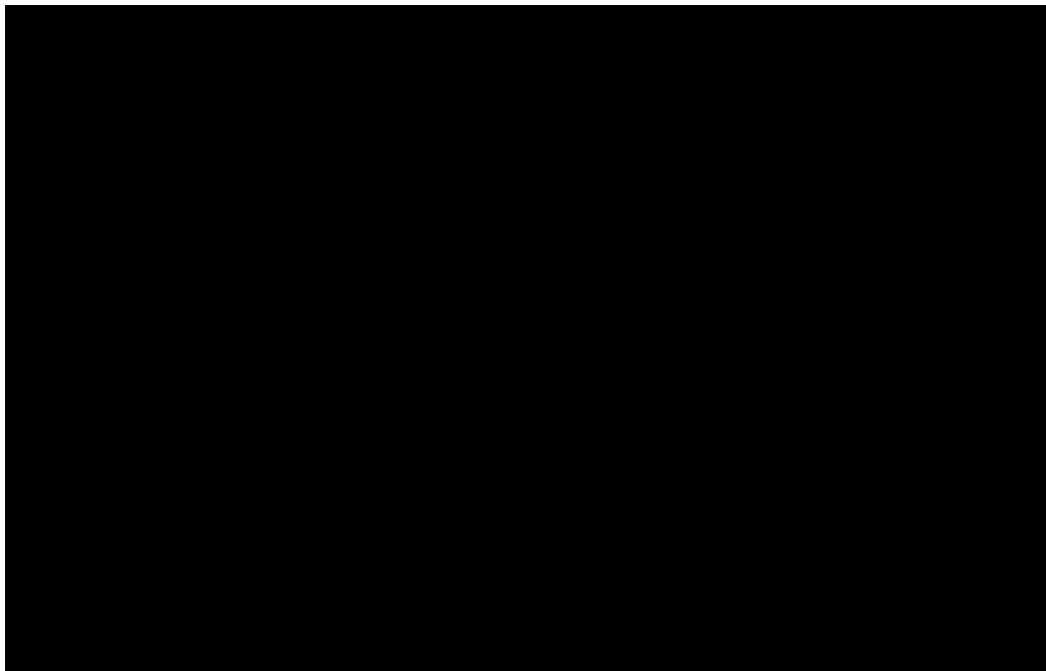


Figure 2. Process Result in Editorial Clauses

Moreover, from 226 clauses the writer found 24% or 54 clauses of mental process. For example, there are verbal words in editorials, *are feeling, need, know, wish, think, hope*, etc. These clauses concerned with the experience that related with the consciousness. It differs with material process to influence the readers in doing or happening. In here, Winfrey as the writer wants to influence the readers in emotion and cognition to feel and think like O magazine.

After that, there are 19% or 42 clauses of attributive relational process, with the verbal words: *to be (is, am, and are)* and *have* usually followed by the adjective words, noun, or prepositions. For example, Winfrey stated in January edition, *We're here to help you remake yourself, one terrific change at a time.* It construes an element of a relationship of being. 'We' means Winfrey and O magazine crews as the carrier who exists and differs from other magazines, by building a good relation to help the readers. On the other hand, there are 7% or 15 clauses of identifying relational process, with the verbal words: *to be (is, am, and are), do or did* and followed by noun. For example Winfrey stated in February, *The truth is, we also need contact lenses and office chairs and running shoes and a great pair of jeans.* Winfrey provides a statement to identify ***the truth*** related with the real needs of O magazine readers which are women.

In the figure 2, the writer found that there are 7% or 17 clauses of verbal processes with the verbal words like *told, explains, call, are talking, said, asked, and argued* in order to represent the information from the source.

Winfrey as the journalist quoting or reporting the information from some sources could be experts, other celebrities, or prominent figure. For example in May edition, there is a statement: *With our eyes on the future, we talked to ten brilliant women.* *We* as the Sayer, *talked* as the Process of Verbal, *to ten brilliant women* as Receiver, and *for a better tomorrow* as the Circumstance. It means Winfrey and O magazine provide the information by had talked to ten brilliant women in order to attract the readers' interest in achieving a better future.

However, these editorials almost have not show the process of existential and behavioral in the clauses. That is because behavioral process commonly appear in fictional narrative and Winfrey emphasizes in the real experience of doing, sensing, and relation to the readers. Similar with behavioral process, existential process is the fewest process use in editorials. It is because existential process is close related with the process of material and relational, and Winfrey tend to write by using whether material or relational process to convey the message. Therefore, by analyzing the process in each clauses the writer could found that Winfrey as the writer or editor of a magazine tend to influence the readers in the process of doing, sensing, and relation in order to lead and to inspire the readers.

4.2.2 Mood Element

In analyzing the clauses, mood element consist of two parts, the subject which is a nominal group, and the finite operator, which is part of a

verbal group (Halliday, 2004:111). However, in doing this analysis, the writer also uses some other elements in mood structure that is related with mood element. There are polarity-modality and comment adjunct. In the type of mood, the clauses classify into declarative, wh-interrogative, yes/no interrogative, or bound.

The result of analyzing mood element shows Winfrey as the editor mostly uses declarative to convey the message in O magazine's editorials. There are 160 declarative clauses, 58 bound clauses, 6 WH-interrogative clauses, and 2 Yes or No interrogative clauses. Declarative clauses identify the expression of the writer's angle. In eight editorials, Winfrey expresses her opinions or ideas to the readers in directly. For example, in March edition, Winfrey stated *I'm not just talking about your house.* The mood is **I** as **Subject**, **'m not** as **Finite**, and the remains as **Residue**. It shows declarative clause because the order *Subject* before *Finite*. If the order is *Finite* before *Subject*, it realizes as 'yes or no-interrogative'. Then, a clause is wh-interrogative if the order *Subject* before *Finite* with the WH-element is the *Subject*, or *Finite* before *Subject* otherwise. If there is a clause that not classify based on the three orders, it is called bound.

After that, all clauses also divided into the subject that presented by pronouns or namely and finite that presented in temporal operator called deicticity, also polarity, modality, and comment adjunct. The subject specifies as the one who responsible for the success of the proposal. This is related with the role of offers and commands at the work in statement and questions. The

Subject specifies as 'responsible' element, but in a proposition of the validity of the information (Halliday, 2004: 117). The subject that mostly used in editorials is *you* for the readers, Winfrey as the editor commands the readers by placing the readers as the subject to make them responsible in following O magazine's issue.

Then, finite element has the function of making the proposition finite that brings something can be argued about. Finite element in grammatical terms is primary tense and modality. Primary tense means past, present or future at the moment of speaking or writing also named as temporal operators or deicticity (Halliday, 2004:116). In the result of analyzing the deicticity, editorials of O magazine mostly use *present* tense in 168 clauses. It shows that Winfrey as the writer tend to write event or issue that happen in the present moment.

In polarity and modality, the analysis result shows 208 positive clauses and 18 negative clauses. It presents that Winfrey is telling the readers the substantive or important, serious, and real fact in O magazine's editorials. Then, the writer found 9 words that represented as modal. There are *would, should, can, may, has, and need* that shows Winfrey's desire to ask the readers of what is being written. There are also 22 comment adjuncts in O magazine's editorials, for example *actually, terrifically, totally, highly, absolutely, friendly*, etc. These represent Winfrey as the writer who express her angle in order to persuade and to tell the factual information.

4.2.3 Winter Edition: January and February

According to <http://en.wikipedia.org>, the season in United State is divided into four, winter, spring, summer, and fall. The time division is winter start from December 21st up to March 21st. As the factual and up-to-date magazine, O magazine has contained the issue related with the present condition in US. Based on the time division, the writer categorizes January and February as representatives of Winter edition.

In January edition, the beginning of 2010, O magazine raises the issue shown in front of the cover, *How to Get What You Really Want This Year?*. As the opening and the leading editorial, Winfrey wrote in ***Here We Go!*** the commonly problems that most people's faced it, with the sentence in the first paragraph:

“When your sink is clogged, you call a plumber. When your brakes squeal, you hire a mechanic. *But when you're feeling trapped by bad old habits, stuck in depressing old ruts, and tripped up by life's little stumbling blocks, who do you turn to then?*”

Winfrey used mental process to get involved in readers' consciousness. *You as Sensor, are feeling as Process, trapped by bad old habits as Phenomenon.* This represents the reality problem that happen in people's lives related with the emotion and feeling, Winfrey as the writer offered a WH-interrogative: *who do you turn to then?*. It shows Winfrey is seeking for the readers' attention and awareness.

Then in the second paragraph, Winfrey shares an experience from another writer named Paige Williams. The sentence shows:

“When writer Paige Williams hit bottom (as in got fired, gained 80 pounds, and racked up a six-figure debt), finding her way back to professional, physical, and financial health took blood, sweat-we’re talking lots of sweat – and tears.”

In this sentence, there is a material clause, *finding her way back to professional, physical, and financial health* as Actor, *took* as Process, and *blood, sweat* as Goal. Winfrey uses the experience by Paige William to inspire the readers.

Then, in the third paragraph, Winfrey offers to nourish every part of reader’s live especially by following a brand-new book by Elizabeth Gilbert. She is one of the success novel writers and Winfrey use her experience and her new novel to inspire O magazine’s readers. In the last paragraph of January, Winfrey stated **brand-new** as the resolution of this year. Winfrey uses the inspiration statement to raise the spirit of readers in reaching a better live.

Based on transitivity system analysis, Winfrey as the writer mostly uses material process as the representation of process of doing by the words *go* (in the title of editorial HERE WE GO!), *is clogged, hire, turn to, finding, hit, and bring*. Then, she also uses mental process as the process of sensing construes quantum of change in the flow of events taking place in the readers’ consciousness (Halliday, 2004: 197) with the words, *are feeling trapped, depressing old ruts, tripped up by life’s stumbling blocks, need more good news* (in paragraph 2), and *seems to be in the market for a fresh start*. This

shows that Winfrey as the editor wants to get involved in the readers' lives by sharing the experience in life.

Winfrey offers the solution by telling, there are *friendly repairpeople* who O magazine offers in the next page so that the readers will go on reading this magazine. Followed by the second and third paragraphs, Winfrey also shows inspiring experiences by presenting other prominent figures such as the novel writers, *Paige William and Elizabeth Gilbert*. Winfrey wants to share good advices from some experts who have struggled in their lives to reach the goal and become a *brand-new* person. Winfrey as the agent of O magazine tries to help the readers to be a *brand-new* person by reading this magazine.

In February edition, Winfrey shares the issues about *100 Things That Are (ACTUALLY) Getting Better*. She uses mostly material and mental process in order to show her ideas and opinions to the readers. The sentences in the first paragraph shows:

“The truth is, *we also need contact lenses and office chairs and running shoes and a great pair of jeans.*”

Oprah tells the truth of what becomes the reality nowadays, *we* represent her and women in the US that around her 30s to 50s have the other important needs beside *love*. There are *contact lenses* represent the need of beauty, *office chairs* relate to the office or career women, *running shoes* relate to with the healthy body, and *a great pair of jeans* represent the women in stylish clothes. In here, the sentence describes the readers of O

magazine and Winfrey as career, beautiful, healthy, and stylish women in their age.

Similar with the January edition, February edition shows Winfrey as inspiring the readers who have many problems to take a look of many things that are actually getting better and offer the experience by other people to the readers in order to inspire them. In the last paragraph of February edition, Winfrey adds the comment about this season by the sentence,

We may be deep into winter, but I can't help looking ahead to spring, when we'll be celebrating O's tenth anniversary.

It shows to the readers that there is hope for the readers, especially if they go on and loyal to read O magazine edition. Winter is representing the season of less enjoyment because they have to struggle in unfriendly condition or weather, cold and snowing. However, Winfrey has a spirit to look in the better season that is spring. She uses modals *may be* as the low probability and *can't* as negative in telling an offer to the readers.

In January and February, Winfrey as the writer represents winter as the season of less enjoyment. It is shown by telling many problems in everyday's life. However, Winfrey leads the readers in looking for *good advice, good news, and improvement* by reading O magazine. She tells the problems, shares the help or solution, and inspires the readers to reach the goal. Winfrey as the editor controls the topics and topics change in the magazine into formulation: the problems, help and solution, and the goal or achievement.

By analyzing the mood element, Winfrey uses some comments in clause, for example *really, definitely, and deeply* which are showing the high degree of affinity in telling her feeling and opinions. Winfrey mostly uses declarative clauses and positive sentences to share the positive energy through the text. She also uses the present time in the sentences to tell the latest things that happen in women's lives in general.

The relation that set up between Winfrey and the readers of O magazine is close and informal. It is informal and close relation because of using the pronouns *you* for the readers, *I* for Winfrey, and *we* when Winfrey placed herself as a part of the readers and Winfrey as a part of O magazine personnel. The informal relation shown by the abbreviation that Winfrey usually used, *you're, friendly repairpeople, let's be serious, I can't,* and *we'll be celebrating.* Those are to build the good relation between Winfrey and the readers in order to make the readers keep in trust to O magazine.

The identity that has been shown for Winfrey is complex; she is as the leader of sharing and inspiring the readers, while she is also trying to be an 'ordinary person' like O magazine's readers. She is looking for *good advice* and *good news* to share to the readers. On the other hand, she also leads the readers by the sentence: "*I wish you a New Year filled with joy and prosperity-and not a single depressing old rut in sight*" (in January, last paragraph). And, "*I hope you'll join me in New York City, May 7-9, for a spectacular anniversary weekend*" (February, last paragraph). This is

one of the strategies to construct the positive image of Oprah Winfrey in O magazine.

Thus, Winfrey represents the leader and inspiring person among the problem of readers' lives, especially for women. She represents as a career, beautiful, healthy, and stylish woman in her age. She builds a close and informal relation with the readers. The identity that set up for Winfrey and the readers is complex. She manages the role of providing the information and entertainment while she also projects herself as an 'ordinary woman', like the readers who feels the same problems. It is constructing the positive image of Oprah Winfrey in order to enhance her image in front of public.

4.2.4 Spring Edition: March and May

The time division for spring season is starting from March 21st up to June 21st. In this season, the writer chose March and May as the representatives. Spring is a special season because O magazine has the 10th anniversary in this season, precisely in May.

In March, O magazine offers the issue about **De-Clutter Your Life!**. This month, there is a transition season from winter to spring, that is why Winfrey raised the issue related with *de-clutter your life* or represent as doing an action to make your life well-organized after facing the unfriendly condition or bad experience. In the first paragraph, Winfrey leads the readers that spring season is coming and it is the time *to clear out*

the clutter and spruce things up. It represents that Winfrey as the leader of readers in fulfilling their spring season. She tells the readers about the things that the readers have to do in this spring season. The first paragraph shows:

It's hard to believe, but *spring is just around the corner, and you know what that means: time to clear out the clutter and spruce things up*. And *I'm not just talking about your house*. This month we bring you *a comprehensive guide to cleaning up your life-major overhaul, inside and out*. Whether relationships troubles are dragging you down (you know that toxic friend you just can't shake?) or your stuff is piling up (do you really need 12 mismatched coffee mugs?), *we're here to help you get your home and your psyche in the best shape ever* (page 142).

Winfrey emphasizes that she talks not only about the things in the house but also *life-major overhaul* or the life inside and out. Inside represents the emotion and the health. Outside represents the psyche, the stuff, the house, and the relationship with others. Winfrey leads the readers to follow the helps from O magazine to make the inside and outside part of the readers' lives in *the best shape*.

The relation between Winfrey and the readers are close and informal. However, in this edition, Winfrey mostly uses *you* to construct the readers' ways of mind in order to influence them. Moreover, Winfrey also mentions the person who gets involved in this magazine edition in order to help the readers, *some experts like a researcher of soldier teaching to combat battlefield, Dr. Oz, and spiritual master named Thich Nhat Hanh*. In this edition, Winfrey uses declarative clauses, positive and present time structure almost in every clause to express her angles on this

issue. It shows the complex identity of Winfrey who manage the role as the provider of information and lead the readers to the magazine's issue, while she also trying to project herself as 'ordinary woman', like the readers by using the pronoun *we*.

As the special edition, Winfrey as the editor wants to share to the readers about many special things that O magazine have been through along 10 years in May edition. She shares especially in *annotated tour of 18 memorable covers*, her *list of the best books* that she has read since 2000, and *a sampling of some recipes*. Memorable cover related to O magazine as the unique magazine that always shows Winfrey as the cover model of O magazine. It shows that O magazine is representing the lives of Oprah Winfrey. The list of best books represents that Winfrey has the habit of reading many interesting books. Recipes represent that food is one of the main topic in this magazine and attract the readers that mostly women in doing the activity like cooking.

In the second paragraph, Winfrey shares to the readers about *the purpose* and *the mission* of O magazine in order to show the openness of Winfrey and O magazine to the readers. The purpose is *to offer recipe for living* and the mission is *to help the readers become stronger, more fulfilled, and happier to get a better tomorrow*. In this magazine, Winfrey tells that O magazine join with many experts in order to fulfill the readers' need. Special in this edition, O magazine will offer many advice of living from *ten experts, ten brilliant women, researcher in health and beauty*,

and seven wise women in order to help the readers make the years ahead *healthy, wealthy, and wonderful*.

Winfrey inspires the readers by using declarative and positive clauses to express her angle to the readers about the present life condition. In the process of clauses, Winfrey mostly uses material process in this spring season, by the words *brings, get, developed, achieved, consulted, and make* to tell the process of doing by the actor in here *we*, Winfrey and O magazine personnel. Mental processes used in this text to share the process of sensing and process of being and having. By the words *know, need, want, are focusing, and hope* show that Winfrey wants to influence the readers in perception. Winfrey represented as the inspiration and model for the readers of O magazine.

The relation that has been built by Winfrey and the readers of O magazine is close and informal. The words of *haven't, I'm, and can't* shows the informal form of words to build the close relation and decreases the gap between Winfrey and the readers. The pronoun *I, you, and we* are expressing the close relation between Winfrey and the readers.

Winfrey identifies herself as director and model of O magazine by telling the things that she did. She is obvious in telling her hobby of reading and memorable covers that she becomes the model of the cover. Winfrey is represented the leader and inspiring person in becoming healthy, wealthy, and wonderful woman in this life. She has many ideas

and experiences to share to the readers. She builds a close and informal relation with the readers.

The spring editorials show the identity of Winfrey as the director and the model in constructing O magazine's readers. Thus, it is obvious that identity of Winfrey is very complex. She has a capacity as the editorial director of her importance in leading the readers. However, she is showing that Winfrey is as an ordinary person or a reader who also faces the everyday problems. It is one of formula to construct an image of her, which is intended to be viewed with positive regard by readers, in order to enhance the image.

4.2.5 Summer Edition: June and July

Summer division time is from June 21st up to September 21st. The writer chose June and July as the right representative of summer season because Winfrey shares her experience and hobby to lead and to inspire the readers in fulfilling their summer season. In summer edition, O magazine offers the issue related with the enjoyment of her and the readers.

Winfrey as the editor is more open by telling her experience and her life in this season. June edition is raising the issue about "***Say Yes to Life!***" by Oprah. In this edition, Winfrey shares her life with the obvious confession that she loves *being comfortable, homemade food, sensible shoes, and familiar surroundings*. It represents that she is actually a simple

person even she has been popular and success in her life. She tells the important part of her life related to food, shoes or style, and environment. She likes to look for the comfortable moment in her life among the busy activities that she has been through.

However, in second paragraph of June edition, she tells that *she cannot stand if her life is too much comfort because she will be looking for a change*. A change in her life to do some excitements not just stays in the *comfort zone*. She tells the readers that this month they explore *the openness* between them. She shares to the readers the help and experience that O magazine offers by some people who join in this edition. There are *some adventurers, a born scheduler, a young attorney, and a woman who survived a terrifying shipwreck*. They are some ordinary people with extraordinary lives. In summer edition, Winfrey tells some activities to fill the summer season of the readers, for example *do adventure, and learn to love exotic foods, try some beauty treatments, and wear a bathing suit*, all these things in order for the readers to go from *fainthearted to fearless*.

By analyzing the process, there are many material processes in June edition. It shown by the words *leave your comfort zone, have built, were exploring, will meet, let, won, survived, will make, and could be setting off*. Those words commonly represent some doings that the readers will do. Then, mental process is used by the writer to represent a typical motif in casual writing. For example, *love, start longing, who knows, I*

think, you'd like, and maybe you dream of are used by Winfrey to influence the emotion of the readers.

Winfrey inspires O magazine's readers to reach their dreams, whether in *opening their own business, learning to love exotics foods, trying some beauty treatment, or wearing a bathing suit with confidence*. It represents the image of a career, creative, beautiful, and brave woman. Still in the same season, Winfrey shares one of her best preference to the readers.

The summer reading guide is the issue for July edition. Winfrey, who loves reading, has perceived that the readers will fill their summer season by following O magazine's summer reading list. Because summer season related to doing the people's preference things, in this edition there are big topic that Winfrey shares about reading and eating. She adds the interesting topic about fashion but importantly the clothes and shoes that are *comfortable, chic, and perfect*. She also mentions about taking *a great vacation*, Winfrey has prepared the information in the next page.

In July edition, Winfrey tells she likes reading and makes it *the annual summer reading guide*. It represents that Winfrey and the readers like reading. She represents that by reading of books the readers will *open their eyes, delight their mind, break their heart, and make their most delicious days imaginable*. Winfrey leads the readers to follow *the summer reading list*. Winfrey supposes that reading is like eating, *taste in food like*

taste in books so she mentions some food to relate with *the eating habit* that O magazine want to share next.

The relation has been built by Winfrey and the readers are close and informal. The relation is close because Winfrey placed herself not as the editor of this magazine but to be an ordinary person who confesses her life. The relation is informal that shown by the pronouns that Winfrey used, **'I'** for her and **'you'** for the readers. And, the informal structure is used to build close relation between them.

Mostly, Winfrey uses declarative, positive, and present time structure. It shows that Winfrey expresses her angle of this issue in the positive way and for this present time so that the readers can perceive in the same way. The identity that has been set up for Winfrey is complex. She is leading and inspiring the readers to follow the instructions or 'service' that O magazine offers while she also tries to project herself as an 'ordinary person', like the readers. It shows the image of Winfrey as the leader and inspire person to the other women, especially the readers of O magazine. Winfrey is represented as a career, healthy, wealthy woman. The relation has built between her and O magazine's readers are close and informal. The identity that set up for Winfrey is very complex. Winfrey is constructing the positive image of herself in order to enhance her image in front of the public on the other hand she is trying to project herself as an 'ordinary person'.

4.2.6 Fall Edition: September and November

In the fall season, the time division is starting from September 21st up to December 21st. O magazine wants to get closer and more inspiring the readers in this season. September edition talks about *The Makeover Issue* which means to transform three big topics in readers' lives, in *look, luck, and life*. Relating with this issue, Oprah in *HERE WE GO!* firstly attract the reader's attention with interrogative sentence, 'See anything different about us this month? No, I don't mean my swiny hair (although thanks for noticing).' Winfrey wants to share that O magazine as the model of doing makeover, not only in outlook but also inside.

Winfrey mentions that O magazine is *a brand-new, terrifically improved, and totally redesigned magazine* so the readers will be more attracted with O magazine. Winfrey tells the changed of some section names like *Advice, Etc.* become *May We Help You?*, *Healthwise* become *Feeling Good*, and the beauty page become *O, Beautiful!*. These are telling the main topic of O magazine that share the service for readers, especially women, in sharing the advice, concerning in health and beauty problem.

Moreover, it can reach the purpose of O magazine, to help the readers wealthy, healthy, and wonderful. Oprah as the editor wants to inspire the readers of doing makeover in their life. In the second paragraph, she writes: *After all, a makeover shouldn't turn you into*

someone else – it should lead to a better you. In fact, that’s what this whole makeover issue is about: you, only better.

This is showing Winfrey and O magazine want to center their attention in helping the readers. However, in doing makeover or feeling transformed, Winfrey mentions *a great new bag* or *flattering dress* to make the real makeover. It means Winfrey has an intention that the outlook is one of the important parts in *makeover* the lives’ of readers. She cares about the outlook performance. Then, she also tells *the deeper change* is also important *to heighten the emotional well-being, to boost the brain power, and to recharge the energy*. She inspires the readers that making changes in this life no matter how small can help the readers to achieve their goals. It represents Winfrey as a wealthy, successful, and stylish woman.

In November edition, O magazine wants to get closer to the readers by raised up the issue about *What’s Your True Calling?*. Once again, in the editorial text, Winfrey attracts the readers’ attention by mention a question: *As a child, when someone asked you what you wanted to be when you grew up, what did you say?*. Winfrey as the editor wants to get involved in the readers’ lives by sharing her expression and mention her dream of becoming a teacher. She builds a close relation with the readers. Winfrey tries to make the readers as the center of O magazine attention by mostly, used *you* in clauses. She leads the readers to reach the purpose in

life that is to *look great, eat well, and keep the stress in a minimum*. That is fit with O magazine purpose to help the readers get the best life now.

Winfrey mostly uses informal and the present time structure in order to express her feeling or opinion in the positive ways related to the present condition. The relation that has been built between Winfrey and the readers is close and informal. The identity of Winfrey is as the leader and inspiring person to the readers.

Winfrey represented as a wealthy, stylish, successful, and honest person to O magazine's readers. The relations has been built is close and informal. The identity of Winfrey is a very complex image. In one side, she controls the readers into the issue and in other side she places herself as an 'ordinary person' like the readers. Thus, it constructs an image of Winfrey, which is intended to be viewed with positive regard by readers, in order to enhance the image.

4.3 The Image Construction of Oprah Winfrey

Eight editorials in O magazine called *HERE WE GO!* have revealed the image of Oprah Winfrey as the editor of O magazine. Although, *winter, spring, summer, and fall* editions talk about different issues but it shows the same formula in offering the help or service for the readers, especially women. The woman's service consists of beauty, health, and fashion style, eating habit, cooking, and doing their enjoyment. O magazine raises up the

issue related to achieve the goal of the reader in this year, to be a better person.

O magazine through Oprah Winfrey in this editorial leads the readers to get the better life, outside and inside. Outside represents in look, beauty career, and relationship with others. Inside represents the emotion, health, and knowledge. These things have distinguished O magazine with other magazines because O magazine offers the complete things that the readers' need, especially professional women in her 30s to 50s.

She expresses her opinions and ideas by using declarative clauses in the positive and present time structure. It shows that Oprah expresses her angles in every issue to build the positive intention among the readers with up to date information related to the present condition. For example, it shown by the sentences, *I wish you a New Year filled with joy and prosperity-and not a single depressing old rut in sight* (in January), *I hope you'll join me in New York City, May 7-9, for a spectacular anniversary weekend* (in February), *It's time to clear out the clutter and spruce things up* (in March), *I've sometimes thought* (in May), *I love homemade food, sensible shoes, familiar surroundings* (in June), *I'm crazy about this season's fantastic khakis* (in July), *That's what this whole makeover issue is about: you, only better* (in September), and *I'm thankful* (in November).

By analyzing the textual analysis, the writer finds the image of Oprah Winfrey as the leader and inspiring person who represents a career, healthy, and wealthy woman in her age. It is shown by the using of words in January,

professional, physical, and financial health. In March, Winfrey offers the tips to make *your home and your psyche in the best shape ever.* In May, she stated the purpose to get *healthy, wealthy, and wonderful* live. In June, she stated the dream of women that *opening their own business, learning to love exotic foods, trying some beauty treatments, and wearing a bathing suit with confidence.* In November, she stated that women wants are *success dream career, look great, eat well, and keep the stress in minimum.*

The relation has been built between Winfrey and O magazine's readers are close and informal. It is shown by the pronouns 'I', 'you', and 'we' she used and the informal structure such abbreviation and phrase such as *weren't, repairpeople, I'm crazy about.., we're talking lots of swear,* etc. The identity that set up for Winfrey is a very complex image because she controls the topic in sharing her ordinary life in openness and not overdo. While, she is not an ordinary person because she occupies as the founder and editorial director who has authority to controls the issue in O magazine.

The writer finds the formula that Oprah Winfrey offers in O magazine's editorials. The formula is leading the readers to the common problem in everyday lives, sharing the experience or help in order to get a solution, and inspiring the readers to reach the goal of living in the best lives. The image of Oprah Winfrey related with the content of O magazine is non-fiction because it shows some signs of awareness in the women's changing position on personality, career, and relationship.

Based on <http://www.transparencynow.com/news/contents.htm>, Winfrey is in her effort to construct an image of herself as an 'ordinary person', like the readers, with the intention to be viewed with positive regard by readers, in order to enhance her image. However, the realizations of the ordinariness in her way of writing are quite different. She is still the editorial director and the founder of O magazine who controls the topic by leading her interest to the reader. It referred to efforts of "*credit*" an image in order to influence the readers in enhancing her image through the mass media.

Therefore, the writer finds the image of Oprah Winfrey is positive. As the fact, she is an editorial director and founder of O magazine. She gives a good role model to the readers in leading, sharing, and inspiring them by raising the good issue in O magazine. It influences the readers to enhance or improve the image of Oprah Winfrey by knowing Winfrey as a friend of the readers as well as O magazine.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

In conclusion, this study used the elements of textual analysis to reveal the image of Oprah Winfrey as the editor in O magazine. Eight editorials titled ***HERE WE GO!*** have differentiated into four seasons in US, winter, spring, summer, and fall. The writer has identified the text through the use of words, clauses, and sentences. Firstly, the result of analyzing process in clauses shows material process as the most using process with 43% from 226 total clauses or there are 97 material processes of clauses. The samples of process are by the verbal words: *go, get, do, led, develop, achieved, make, etc.* construe Winfrey is leading the readers in process of doing, happening, creating, and changing.

Secondly, by analyzing the use of words and sentences, the writer found that Oprah represents herself as the leader and inspiring person who represents a career, healthy, and wealthy woman in her age. She writes in O magazine in order to leading, sharing, and inspiring O magazine's readers to be better person and get their best lives. She mostly uses declarative, positive, and present time structure of clauses. It shows she expresses her opinions and ideas in every edition with the positive ways related to the present time condition.

The relation set up between Oprah Winfrey and the readers is close and informal. She always uses the pronouns of *I*, *you*, and *we*. She chooses to use informal structure rather than formal structure in order to decrease the gap between her and the readers. It is a close relation because Oprah also shares her own personal life and it represents Oprah as the ordinary person like the readers. However, the difference of her and other women is she always looks for a change and improvement.

By analyzing these editorials, the writer finds that Oprah's identity is very complex. On the other hand, she is a leader and editorial director who leads and inspires the readers. On the other hand, she is trying to project that she is an 'ordinary person', like the readers. Winfrey is showing a complex image to the readers.

Therefore, the writer found the image of Oprah Winfrey as a leader and inspiring person in O magazine who build a close relation with the readers. However, the identity of Winfrey is very complex; she is trying to be a leader and an ordinary person at the same time. The formula is leading to the everyday life's problem, sharing the help and solution, and inspiring the goal or achievement in life.

Winfrey is in her effort to construct an image of herself as an 'ordinary person', like the readers, with the intention to be viewed with positive regard by readers, in order to enhance her image. However, the realization of the ordinariness in her way of writing is quite different. She is still the editorial director who controls the topic by leading her interest to the

reader. It referred to some efforts of "*credit*" an image. Winfrey represents a career, healthy, and wealthy women. She builds the close relation with the reader. Moreover, her effort in to be a part of the reader's lives especially women make a trustworthy identity and good personality. Therefore, it shows the positive image of Oprah Winfrey as the editor in O magazine and influences the readers to make Oprah Winfrey as a friend as well as a role model of their lives.

5.2 Suggestion

In this study, the writer finds that mass media, like magazine contains knowledge, beliefs, values, social relations, and social identities. In Fairclough's theory, there are three dimensions of analyzing the media language; textual analysis, discourse practice, and social practice. In this study, the writer uses textual analysis as the basic and important element in research on the process of social. Thus, the writer suggests that next research will use all the dimensions of analysis in order to know the ideology, find the relation, and social change between text and society. Moreover, for the readers the purpose of this study is to raise the awareness of critical language in order to avoid becoming the victim of media or getting the false perception of the message in media.

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