

CHAPTER II

LITERATURE REVIEW

This chapter discusses some theories related to the topic of the research. The theories are about M.A.K. Halliday's theory of Types of Process, and Norman Fairclough's theory of Critical Discourse Analysis.

2.1. Representation

According to Hall (1997: 16), representation is the production of the meaning of the concepts in our mind through language. The Shorter Oxford English Dictionary suggests two relevant meanings for the word:

1. To represent something is to describe or depict it, to call it up in the mind by description or portrayal or imagination.
2. To represent also means to symbolize, stand for, to be a specimen of, or to substitute for.

It is the link between concepts and language which enables us to refer to either the 'real' world of objects, people or events, or indeed to imaginary worlds of fictional objects, people and events.

Representation means using language to say something meaningful about, or to represent, the world meaningfully, to other people. It does involve

the use of language, of signs and images which stand for or represent things (Hall, 1997: 15).

Hall said there are two systems of representation. First, there is the 'system' by which all sorts of objects, people and events are correlated with a set of concepts or mental representations which we carry around in our heads. Without them, we could not interpret the world meaningfully at all. In the first place, then, meaning depends on the system of concepts and images formed in our thoughts which can stand for our 'represent' the world, enabling us to refer to things both inside and outside our hands. The second one is a 'system of representation'. It is simple enough to see how we might form concepts for things we can perceive – people or material objects, like chairs, tables, and desks. But we also form concepts of rather obscure and abstract things, which we can't in any simple way see, feel or touch. And, as we have remarked, we also form concepts about things we never have seen, and possibly can't or won't ever see, and about people and places we have plainly made up. (Hall, 1997: 17)

The system of representation consists, not of individual concepts, but of different ways of organizing, clustering, arranging and classifying concepts, and of establishing complex relations between them.

According to Barker (2006: 9), representation is how world is constructed and represented socially formed and dedicated to us. Representation involves not only how identities are represented or constructed within the text but also how they are constructed in the processes of production and reception by people.

2.2. East

The East is part of the world including Asia which is sometimes seen from great distances to Europe. These are namely Asia: the Indian subcontinent, the

Far East, the Middle East/Near East, and Central Asia sometimes including many Orthodox Christian regions like Russia, Eastern European countries, although these are considered more of zone which is both Eastern and Western depending upon the context of discussion.

According to the Wikipedia, The Far East is a term used in English mostly equivalent to East Asia (including the Russian Far East) and Southeast Asia, sometimes to the inclusion of South Asia for economic and cultural reasons. Far East in its usual sense is comparable to terms such as the Orient, which means East; the Eastern world; or simply the East. South East Asia and the Russian Far East might now be included in the Far East to some extent due to recent Chinese migration to Russia, and the Korean Diaspora in Russia.

Territories and regions conventionally included under the term Far East are:

1. East Asia: People's Republic of China (RRC), Hong Kong, Japan, Macau, Mongolia, North Korea, South Korea, and Republic Of China (Taiwan).
2. Southeast Asia: Brunei, Cambodia, East Timor (Timur-Leste), Indonesia, Laos, Malaysia, Myanmar, Papua New Guinea, Philippines, Singapore, Thailand, Vietnam.
3. North Asia: Russian Far East (Russia)

The Middle East (from a European perspective) is a region that encompasses Western Asia and North Africa. The Middle East is also the

historical origin of major religions such as Zoroastrianism, Judaism, Christianity, and Islam. Territories and regions conventionally included under the term Middle East are:

1. Middle East: Turkey, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates, Yemen, Cyprus, Gaza Strip, Iraq, Israel, Jordan, Lebanon, Syria, West Bank, Iran, Egypt.
2. Greater Middle East: Armenia, Azerbaijan, Georgia, Afghanistan, Pakistan, Kazakhstan, Uzbekistan, Turkmenistan, Tadjikistan, Kyrgyzstan, Algeria, Mauritania, Western Sahara, Libya, Morocco, Tunisia, Sudan, Djibouti, Eritrea, Somalia, Comoros.

2.3. TIME magazine

Time (trademarked in capitals as TIME) is an American news magazine. A European edition (Time Europe, formerly known as Time Atlantic) is published from London. Time Europe covers the Middle East, Africa and, since 2003, Latin America. An Asian edition (Time Asia) is based in Hong Kong. As of 2009, Time no longer publishes a Canadian advertiser edition. The South Pacific edition, covering Australia, New Zealand and the Pacific Islands, is based in Sydney. In some advertising campaigns, the magazine has suggested that, through an acronym, the letters T-I-M-E stand for The International

Magazine of Events (http://en.wikipedia.org/wiki/Time_magazine). Time magazine was created in 1923 by Briton Hadden and Henry Luce, making it the first weekly news magazine in the United States. The two had previously worked together as chairman and managing editor of the Yale Daily News and considered calling the magazine Facts. Hadden was a rather carefree figure, who liked to tease Luce and saw Time as something important but also fun. That accounts for its tone, which many people still criticize as too light for serious news and more suited to its heavy coverage of celebrities (including politicians), the entertainment industry, and pop culture. It set out to tell the news through people, and for many decades the magazine's cover was of a single person.

Since 2000, the magazine has been part of AOL Time Warner, which subsequently reverted to the name Time Warner in 2003. In 2007, Time moved from a Monday subscription/newsstand delivery to a schedule where the magazine goes on sale Fridays, and is delivered to subscribers on Saturday. The magazine actually began in 1923 with Friday publication. During early 2007, the year's first issue was delayed for approximately a week due to "editorial changes." The changes included the job losses of 49 employees. In 2009, Time announced that they were introducing a personalized print magazine, Mine, mixing content from a range of Time Warner publications based on the reader's preferences. The new magazine met with a poor reception, with criticism that

its focus was too broad to be truly personal
(http://en.wikipedia.org/wiki/Time_magazine).

2.4. M.A.K. Halliday Theory in Types of Process

Each process type provides its own model or schema for constructing a particular domain of experience a figure of a particular kind (Halliday and Matthiessen, 2004: 170). Halliday divides the process into six types; there are Material Clause (process of doing and happening), Mental Clause (process of sensing), Relational Clause (process of being and having), Behavioral Clause, Verbal Clause, and Existential Clause.

2.4.1. Material Clause

According to Halliday (2004: 179), the material clauses construe the procedure as a sequence of concrete changes in the trees brought about by the person being instructed. In material clauses in general, the source of the energy bringing about the change is typically a participant, the Actor. The Actor is the one that does the deed, the one that brings about the change. This process is concerned with our experience of the material world.

Ex:

Actor	DMP	CMP	Range	Goal	Circumstance
My boy friend	climbed	-	Mt. Jaya Wijaya	-	two weeks ago
Nanda	-	drink	-	a cup of tea	-
I	Wrote	-	-	a letter	last holiday

DMP=Dispositive Material Process, the process confining something exist.

CMP= Creative Material Process, the process making nothing to be exist.

In Material Clause, there are Client and Recipient. Client is someone accepting service, for example, I paint a picture for him. Recipient is someone accepting thing, for example, I gave a picture for him. The participant in this process is unconscious.

2.4.2. Mental Clause

Mental clauses are concerned with our experience of the world of our own consciousness. They are clauses of sensing, a mental clause construes a quantum of change in the flow of events taking place in our own consciousness. This process of sensing may be construed either as flowing from a person's consciousness or as impinging on it; but it is not construed as a material act. (Halliday and Matthiessen, 2004: 197).

There are four processes in mental process:

1. Process of feeling (Affection Mental Process), which concern with feeling. Ex: loves, likes.
2. Process of hoping (Desiderative Mental Process), which concern with desire. Ex: wanted.
3. Process of thinking (Cognition Mental Process).
Ex: think of
4. Process of seeing (Perception Mental Process).
Ex: watch

No.	Senser	Mental Process	Phenomenon
1.	The boy	Likes	hamburger
2.	Rony	Wanted	the bike
3.	She	thinks of	her hometown
4.	The students	Watch	the movie

2.4.3. Relational Clause

According to Halliday and Matthiessen (2004: 210), relational clauses serve to characterize and to identify. There are six types of relational process:

Types	Attributive	Identifying
Intensive	<u>Elizabeth</u> is <u>friendly</u> .	<u>Jonathan</u> is <u>the leader</u> .

	carrier attribute	identified identifier
Possessive	<u>Elizabeth has a big house.</u> possessor possessed	<u>Jonathan's is the nice car.</u> possessor possessed
Circumstantial	<u>Elizabeth is in a campus library.</u> Carrier attribute	<u>Tomorrow is the 25th.</u> carrier circumstance

Notes:

1. The word “is” in Elizabeth is friendly shows Intensive Attributive Relational Process.
2. The word “has” in Elizabeth has a big house shows Possessive Attributive Relational Process.
3. The word “is” in Elizabeth is in a campus library shows Circumstantial Attributive Relational Process.
4. The word “is” in Jonathan is the leader shows Intensive Identifying Relational Process.
5. The word “is” in Jonathan's is the nice car shows Possessive Identifying Relational Process.
6. The word “is” in tomorrow is the 25th shows Circumstantial Identifying Relational Process.

Attributive Relational Process can't be changed between carrier and attribute, but Identifying Relational Process can be changed.

2.4.4. Behavioral Clause

Behavioral clauses are the processes of (typically human) physiological and psychological behavior, like breathing, coughing, smiling, dreaming, and staring (Halliday and Matthiessen, 2004: 248). This process is at least distinct of all the six process types because it has no clearly defined characteristics of its own, it is partly like the material and the mental. The participant who is 'behaving' labeled **Behaver**, is typically a conscious being. Ex:

1. She is laughing. (she=behave, is laughing=behavioral process)
2. He smiled last night. (he=behave, smiled=behavioral process)

The pattern is using Present Tense or Present Continuous Tense, it doesn't have phenomenon although the tense is Past Tense. There are the examples of verbs serving as process in behavioral process:

(i)	[near mental]	Processes of consciousness represented as forms of behavior.	look, watch, stare, listen, think, worry, dream
(ii)	[near	Verbal processes as forms	chatter, grumble, talk,

	verbal]	of behavior.	gossip, argue, murmur, mouth
(iii)	-	Physiological processes manifesting states of consciousness.	cry, laugh, smile, frown, sign, sob, snarl, hiss, whine, nod
(iv)	-	Other physiological processes.	breathe, sneeze, cough, hiccup, burp, faint, shit, yawn, sleep
(v)	[near material]	Bodily postures and pastimes.	sing, dance, lie (down), sit (up, down)

2.4.5. Verbal Clause

According to Halliday and Matthiessen (2004: 252), verbal clauses are the clauses of saying, and the main participant is a Sayer. The further participant functions in addition to Sayer are Receiver, Target, and Verbiage. The Receiver is the one to whom the saying is directed, and the Verbiage is the function that corresponds to what is said, representing it as a class of thing rather than as a report or quote (Halliday and Matthiesen, 2004: 252). Then, the Target occurs only in a sub-type of verbal clause, this function construes the entity that is targeted by the process of saying.

Ex:

1.	Jane	Said	“I’m hungry”
	sayer	verbal process	
	Quoting		quoted
2.	Jane	Said	she was hungry
	sayer	verbal process	
	Reporting		reported

3.	Jane	Praised	me	in the meeting
	sayer	verbal process	target	circumstance
4.	Jane	Asked	me	a question
	sayer	verbal process	receiver	verbiage

Notes:

1. Receiver: the object is just over
2. Target: the object is exact
3. Reported: clause
4. Verbiage: only phrase/words

2.4.6. Existential Clause

Existential clauses represent that something exists or happens.

According to Halliday and Matthiessen (2004: 257), existential can be easily recognized because it always has **there** in the beginning of the

clause and it typically has the verb **be**. The word **there** in existential clause is neither a participant nor a circumstance, but it serves to indicate the feature of existence, and it is needed interpersonally as a Subject. (Halliday and Matthiesen, 2004: 257)

The entity or event which is being said to exist is labelled Existent. There can 'exist' any kind of phenomenon that can be construed as a 'thing': person, object, institution, abstraction; but also any action or event. (Halliday and Matthiessen, 2004: 258)

Ex:

1. There was a motorcycle in that room.

E.P existent circumstance

2. On the wall there hangs a picture.

circumstance E.P existent

E.P= Existential Process

2.4.7. Circumstantial Elements

Circumstantial elements typically occur freely in all processes. Nevertheless, they essentially have the same significance wherever they occur; beginning, middle or ending. Here are the types of circumstance:

Type	Sub Types	WH – items
Extent	Distance	How far?
	Duration	How long?
	Frequency	How many times?

Location	Place	Where? (here, there)
	Time	When? (now, then)
Manner	Means	How?
	Quality	How?
	Comparison	How? What like?
	Degree	How much?
Cause	Reason	Why? How?
	Purpose	What for?
	Behalf	Who for?
Contingency	Condition	Why?
	Concession	
	Default	
Accompaniment	Comitative	Who/ what with?
	Additive	And who/ what else?
Role	Guide	What as?
	Product	What into?
Matter		What about?
Angle	Source	
	Viewpoint	

2.5. Critical Discourse Analysis

Critical Discourse Analysis (CDA) is a study about the domination of ideology and inequity which is operated in a text. Fairclough (1998) explains that CDA view the text as a social practice causing a dialectical relationship between discursive events and situation of institution, and then social structure which forms it. Discourse practice shows the effect of ideology (Darma, 2009:195).

Ideology is a central concept in CDA, because literary discourse is an ideology form or the reflection of certain ideology. It is constructed by a dominant group with their purpose to reproduce and legitimate their domination (Darma, 2009:195).

According to Pennycook, 2001, CDA has eight principles (Darma, 2009:196). Therefore, the principles as follow:

1. CDA discusses social problems which identify the characteristic of linguistics from the process and its cultural structure.
2. CDA analyzes how far the writer will play with his work.
3. A discourse is a part of relation and reproduction from dialectical connection.
4. The discourse has ideology as people's representation and construction which produce domination and exploitation.
5. CDA explains the discourse in a historical context by seeing the connection with previous discourse.
6. CDA uses socio cognitive approaches to explain how are the connection between texts and people in process of production and understanding.
7. CDA's characteristics are interpretative and explanative by using systematic methodology to connect the text and the context.
8. CDA is a scientific paradigm which has social commitment which attempts to have a change of people's attitude, appreciation, and interpretation through the text.

CDA illuminates how the convention and the practice of language connect with the power and ideology process which is unconscious by people (Darma, 2009: 196-197). There are some main thoughts about CDA in a language:

1. the discourse is formed by people,
2. the discourse help people to form and change their knowledge including the objects, social connection and social identities,
3. the discourse is formed by power relationship and ideology,
4. the discourse form shows power struggles, and the last
5. the discourse explains how people and a text (a discourse) could be formed one another.

2.5.1. Norman Fairclough Theory in CDA

Fairclough named discourse as a mode of action, one that is socially constitutive. He identified texts, discourse practice, and social practices and how they each come together to carry constructive effects. Discourse practices involve the process of text production, distribution, and consumption. Social practices represent discourse as ideology and power. (Rogers, 2004: 178)

According to Rogers (2004: 179), Fairclough suggested that the analysis of spoken and written texts can be organized under four

main headings: vocabulary, grammar, cohesion, and text structure. Specifically, the vocabulary used while presenting new rules about the way people are to function and the way in which policies are written so as to produce cohesion are of particular importance.

According to Ibrahim (2009: 243), the language is not only arranged socially, but it is something determined socially. According to Fairclough, this connection is very complex: in one side, there are many different types of discourse existing in same institution, in the other side the connection between actual language used, norm and convention are not simply linear connection. He approaches this complex connection by using discourse system concept which is a social domain refers to the totality of discourse types and the connection between all kinds of discourse. (Ibrahim, 2009, 244)

Language always used together between social identity, social relation, and education and conviction system. The function of ideational language is to arrange education system, and its interpersonal function is to create subjects or social identities or both. That point implies that every discourse gives contribution to the arrangement of tree cultural and society aspects. (Ibrahim, 2009: 243). To operate theoretic consideration, Fairclough develops an analytic framework and relates to the interdiscursivity and hegemony. He indicates three dimensions in every discursive event. Three dimensions are text,

discursive practice which consists of production and interpretation a text, and social practice. (Ibrahim, 2009: 245)

2.6. Theoretical Framework

This research focuses on investigating the representation of East in its travel articles. In this case, the writer uses East Travel Articles of TIME Magazines as her corpus because the articles give information about interesting place and situation about East tourism spot.

In this research, the writer uses the theory of process types from M.A.K. Halliday to classify the clauses through the process used. The processes are Material Process, Mental Process, Relational Process, Verbal Process, Existential Process, and Behavioral Process. All processes are classified according to the each participants of process and concluded through the dominant process used from all articles.

After the dominant process is found, the writer continues doing her analysis using Norman Fairclough theory in Critical Discourse Analysis. This theory used to describe the representation of East through the processes used. From critical analysis through the process, the writer can find the representation of East as the object of tourism spot for the West.