



CRITICAL DISCOURSE ON ONLINE MEDIA NEWS ABOUT CAMERON HERRIN ISSUES

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Abstract

This research aims at finding out, analysing and classifying several discourse strategies on the online news texts. In this research, the researcher uses qualitative method to analyse and classify the data by using Van Dijk's analytical approach of ideological namely positive-self and negative-other presentations. The data of this research are selected text that contains the discourse strategies found in 'Cameron Herrin went to prison for a Tampa crash. The data were 15 discourse topics and strategies. The result of this research shows that there are some kinds of discourse strategies used by Cameron Herrin news texts, they are victimization, hyperbole, repetition, parallelism, and disclaimers.

Key words: Cameron Herrin Issues, Ideological Square, Discourse Topics, Discourse Strategies

A. INTRODUCTION

The main analytical strategy used in this research is critical discourse analysis (CDA). Critical discourse analysis (CDA) is a critical approach to language, investigating and addressing social problems by analyzing the language of the speaker's power. CDA focuses on investigating how power is abused in discourse by controlling people's minds and beliefs and examines all those hidden aspects that expose power relations and inequality in society.

According to Van Dijk (1998), the field of critical discourse analysis (CDA) focuses on the study and analysis of written and spoken texts to determine the discursive sources of power, dominance, and inequality. It examines the preservation and reproduction of these extraordinary sources in specific social, political, and historical contexts.

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The critical discourse analysis investigates how language use relates to the political and social contexts. It also investigates how language use and political and social context are related. The production and representation of issues like gender, race, cultural diversity, ideology, and identity in texts are also examined by critical discourse analysis. The focus of this research is ideology.

Ideology is a construct that contains personal thoughts that represent individual conduct and attitude. According to Van Dijk, ideologies are the principles and worldviews of a certain group of people as determined through a multi-disciplinary approach incorporating social, cognitive, and discursive factors. He went on to say that thoughts are acquired, expressed, transformed, and reproduced in society primarily through various forms of discourse such as writing and speaking. That is why the researcher chose the issue as the topic of her research.

Ideology is one part that is often found in daily life. Online media can also be interpreted as any type or form of media format that can only be accessed via the Internet. The media format can be in the form of text, photos, video, or sound. In this research, the researcher tried to find out the ideological discourse structure in online news text about Cameron Herrin's issues using the theory of Van Dijk. Van Dijk's model is the most widely used, this is probably because it is more practical to use compared to other models.

The writer takes one news from the many news circulating, entitled Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real? The news was written by the Tampa Bay site, Florida News. In this research, the writer uses Van Dijk's theory approaches by using one of his strategies, which is ideological structures.

The case that Cameron Herrin experienced was an accident case that killed a mother and her daughter who was less than 2 years old. In the tragedy, he was reportedly doing a wild race with his friend named John Barrineau. The case went viral on various social media, and because of this case, there were pros and cons for netizens. It is because Herrin is a man who is handsome and also a celebrity that many netizens provide support for him. The case of Herrin has flooded various social media such as Instagram, Twitter, Facebook, TikTok, and YouTube and has become a trending topic. A lot of netizens attacked social media and even gave birth to hashtag #justiceforCameron, #CameronHerrinSupport, #FreeCameronHerrin, #SaveCameronHerrin, #PunishCameronHerrin. This study focuses on elucidating the text of the news concerning "Online Media News about Cameron Herrin issues".

In this research, the researcher wants to know how important CDA approaches Van Dijk's theory in the news text related to Herrin case. Numerous studies have been done to find the CDA in news text from various online media outlets with various topics (see Dewi, Destriyana, and Nurhayati, 2019; Hashemi and Na, 2020; Bustan and Alakrash, 2020; Pratiwi, Nofrahadi, Pendri, Komalasari, and Sumarlam, 2021). Those studies discussed about CDA. However,

there has been no researchers analyzing online media news report that uses Van Dijk's ideological square.

The "ideological square" is thus conceptualized as a framework by Van Dijk (1993b; 2002). This enables the analysis of, and connection to, discourse creation and understanding (society). The ideological square is an approach used to analyze topics and strategies (linguistic mechanisms, linguistic operationalization). The researcher wanted to see the theory contained in the online media report regarding the issues of Cameron Herrin to show the novelties in this research. The researcher is interested in using critical discourse analysis close to Van Dijk's models because it allows for the exploration of Van Dijk's theory that has been selected and contained in this study. By using this approach, the text will be easy to parse.

B. RESEARCH METHOD

The method used in this research is qualitative research. Based on the problem, the researcher used this method to elucidate the Cameron Herrin news, which approaches CDA and describes several of Van Dijk's theories that were used in this research. Creswell (2009: 4) defines qualitative research as an investigation into and understanding of what is perceived as a social or human issue by some people or groups.

The data used for this study are the utterances containing in 'Cameron Herrin went to prison for Tampa crash. Were the tweets followed real?. That were chosen in the news text that can be searched in internet. The topic discussed in these text is related to Cameron Herrin (1) Due to Herrin is an influencer on social media, many irresponsible individuals take advantage of the situation. Subsequently, the researcher analysed the discourse strategies which constructed the discourse topics using Van Dijk's discursive strategies. Finally, the researcher found out the discourse topics and discourse strategies used in the text.

C. RESULT AND DISCUSSION

1. Research Finding

1.1. Discourse Topics

The researcher has found 15 discourse topics from news text 'Cameron Herrin went to prison for Tampa crash. Were the tweets followed real?. The findings of some discourse topics are demonstrated in the following explanation. In 'Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?' text, produced 15 utterances that contained discourse strategies. The frequency of discourse topics from the text is (100%). Below are some expressions of discourse topics that produced in the text:

Data 1: An army of social media deluge on anyone involved with his case

Due to the case of Cameron Herrin, a handsome man who was sentenced for a vehicular homicide that killed a mother and her child, people blamed and judged him regarding the case. Anyone involved in the case will be treated the same as Herrin, blasphemed, and judged. As stated by Christopher Spata in his article entitled “Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?”. Below is the data;

“Tampa’s Cameron Herrin began his 24-year sentence for vehicular homicide in April. By early July, an army of social media accounts from the other side of the world were releasing a digital deluge on anyone involved with his case”.

From the data above, it is clear that anyone involved in this case will be invaded by the social media community. This can be proven by the word ‘deluge’ which means an invasion. Another example of the discourse topic that the social media community attacked Cameron Herrin regarding the case he experienced is as follows.

Data 2: comments tagged “Cameron Herrin” or “justice for Cameron” flooded the Twitter, Instagram, and Facebook pages of the 13th Circuit Court,

comments tagged “Cameron Herrin” or “justice for Cameron” flooded the Twitter, Instagram, and Facebook pages of the 13th Circuit Court, Hillsborough County state attorney Andrew Warren, the Florida Department of Corrections, the Tampa Bay Times, and several local television news stations. They tagged the governor, the president, and Oprah.

From the examples of discourse topics above, there are still people who defend criminals. As is well known, criminal acts include acts that violate the law; this is recognized in any country, including Indonesia. As regulated in law number 22 of 2009 concerning road traffic and transportation in articles 115 and article 297. Apart from that, fraudulent racing actions also often disturb the peace and security of the surrounding community, both during the day and at night. According to Florida law, it was enacted to curtail the dangerous rise in street-racing incidents on Florida roadways. Section 316.191, Florida Statutes outlaws racing on streets and highways, street takeovers, and stunt driving, as so defined in the statute. People who defend the perpetrator already know and understand, but only the perpetrator is supported by having a handsome face and also being an influencer on social media.

Data 3: people flooded the prison facility with phone calls.

After Herrin was moved from the Hillsborough County Jail to the Florida Department of Corrections Central Florida Reception Center in Orlando, people flooded the prison facility with phone calls. They also found the phone numbers of guards there and hacked one of their social media accounts, Cheryl Herrin said, landing her son in “solitary confinement,” and unable to communicate with family. A department of Corrections spokesperson said Herin was put in administrative confinement, isolating him from other prisoners, “out of an abundance of caution.

From the statement ‘people flooded the prison facility with phone calls.’ The meaning of the word ‘flooded’ is the same as ‘deluge’, that is, if it is interpreted as an invasion or attack uttered by the community either directly or indirectly, this aims to teach a lesson to perpetrators who have made mistakes, especially harming other people, to provide a deterrent effect. The data above shows how influential social media is. People don't need to meet the perpetrators directly, but with social media they can do something unexpected. Society will never be satisfied with the perpetrator of a crime, when they receive punishment, people will continue to judge and stalk the perpetrator. Even if they are free, people will still target the perpetrator.

Data 4: They seek to manipulate real people

In text 'Cameron Herrin goes to jail for crash in Tampa. Is the tweet that is followed real?. It contains an argument stating that the development of social media is also widely used to campaign for interested people. They will voice anything related to what they want, such as politics, business and so on. Sometimes it is also to deceive in order to gain more profit, such as taking advantage of a condition to spread hoax news to attract the public's attention. This action is also called public deception. The text uses a negative portrait discourse strategy to reveal the actions of individuals who take advantage of a condition for personal gain.

social media influence campaigns in general are a growing problem. They seek to manipulate real people by making it seem like other people hold certain opinions. Their motives are often political, but sometimes it's scam, such as inflating the price of stocks. They can also be launched by someone who wants to push an agenda for personal reasons.

From the discourse topic “they seek to manipulate real people” means that individuals often manipulate and scam the situation to gain advantage, sometimes they took advantage of people’s naivety and ignorance to become part of their manipulation. The discourse topic “they

seek to manipulate real people” was found from how the discourse producer expressed the victimization in the reality.

Data 5: They stalked family members on social media

As the incident spread among the public, various reactions were received and directed at Cameron Herrin and his family. People criticised Herrin’s actions, they invaded Herrin’s social media accounts. Not only his account but other his family accounts and also his fiance did not escape attacks from the social media community too. This was done because of their disappointment with what had happened.

“they stalked family members on social media,” Cheryl Herrin said, and the accounts of family friends and classmates and prom dates, stealing old photos that they used in their posts. Messages to Herrin’s fiance, who began dating him after the accident, turned from polite curiosity to attacks. Her account was hacked . fake accounts impersonating Herrin’s family popped up.

In short, this discourse topic is used by people who side with the victim to give positive attributes to other people to attract sympathy and empathy for the victim, and also to audiences who still defend the perpetrator so that they can judge which side they should take.

Data 6: Racial issue is real in this country

The notion of sequential topic, which is repeated in a discourse to refer to specific discourse referents, can be used to determine the discourse topics through repetition. Specific lexical items can be used to cohesively connect sentences within a discourse and reflect the structure of the discourse. It was demonstrated in the data that follows.

“racial justice is a real issue in this country,” Hilbert said, but some of the posts on Twitter and Facebook that were drawing attention to the George Floyd video, or the shooting of Jacob Blake in Wisconsin, were “state sponsored manipulation disguised as Black Lives Matter protesters.” Same for some of the accounts that opposed those protesters.”

“Rusia does it. China does it, he said. “The idea is to keep us fighting. To inflame the protests.”

The most pervasive issue in white society today is racism. Race and ethnic relations continue to be pervasive throughout Europe, North America, and other westernized countries, albeit frequently less overtly and overtly than in the past. The underlying dynamics of inequality have not changed over the past 20 years despite resistance and protests against this social, economic, and cultural subjugation of minorities. Racism is a form of prejudice that assumes that the members of racial categories have distinctive characteristics and that these differences result in some racial

groups being inferior to others. Racism generally includes negative emotional reactions to members of the group, acceptance of negative stereotypes, and racial discrimination against individuals; in some cases it leads to violence. To be precise, the data contained in text “Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?”, tell and reminds us of the discrimination case that was experienced by a black man named Jacob Blake in Wisconsin. but strangely, the shooter was freed from prosecution who happened to be a white police officer. about a black person who was shot by a white police officer but the police officer was not charged in the incident.

Data 7: The murky reality might fall somewhere in between, but offline, the activity had a real-world effect on Herrin’s family

To casual observers, it seemed Herrin, now 21, had a sizable number of international supporters calling for a shorter sentence. Experts who study online disinformation saw similarities to paid influence campaigns using fake accounts. The murky reality might fall somewhere in between, but offline, the activity had a real-world effect on Herrin’s family, his victim’s family and Herrin himself.

1.2. Discourse Strategies

After knowing the discourse topics both of the texts, the researcher analysed the discourse strategies of all the discourse topics found. There are 5 discourse strategies used by the text. The following table will show the percentage of the discourse strategies found.

No	Discourse strategies	Frequency	Percentage (%)
1.	Victimization	2	13.33%
2.	Hyperbole	3	20%
3.	Repetition	2	13.33%
4.	Lexicalization/parallelism	2	13.33%
5.	Disclaimer	6	40%
Total		15	100%

Based on the table above, it can be seen that there are 5 kinds of discourse strategies used by the text. The explanation of each discourse strategy will be explained as follow.

In the text “Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?” Produced 15 utterances which contained discourse strategies. The most frequency type of discourse strategies in this text is *disclaimer* (40%), maybe this is because what the researcher is discussing is news text, so sometimes there are words that use figurative language. The following is an example of an expression found in news text ‘*Cameron Herrin went to prison for a Tampa crash.*

Were the tweets that followed real?’ page 7 paragraph 3, here is the expression:

- Hilbert said it seems unlikely, but he wouldn’t completely rule out a foreign adversary manipulating.....

The second dominant type of discourse strategies produced in the text is *hyperbole* (20%), the following is one example of the expression in text page 1 paragraph 1 as follow:

- An army of social media deluge on anyone involved with his case
- They seek to manipulate real people

And the leasts are vitimization, lexicalization/parallelism, and repetition, each of them (13.33%), example of the expressions that found in the text:

Vitimization

The expression found in page 8, paragraph 2:

- They seek to manipulate real people

Lexicalization/parallelism

The expression found in page 7, paragraph 3:

- There could also be a scam element. There were some Gofundme campaigns....

Repetition

The expression found in page 10, paragraph 2:

- Racial issue is real in this country. Russia does it. China does it.

1. Victimization

Van Dijk (2000) asserts that victimization strategies serve as a means of pointing out derogatory comments about others and highlighting the fact that group members are the targets of this kind of behavior. Although this tactic is very similar to proof or explanation, it focuses more on the impact of racial discrimination carried out by the majority group against minority groups which in essence is very detrimental to other people. The following list of conversation topics includes victimization techniques. The researcher finds two victimization styles in text ‘Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?’ By Christopher And the explanation as follow:

- They seek to manipulate real people

The researcher finds the sentence **they seek to manipulate real people** in the first text ‘Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?’ in page 4 paragraph 3. the sentence **they seek to manipulate real people** is victimization. Many people take advantage of the situation to benefit from cases experienced by someone through social media with specific purpose. Such as creating

an account in the name of another person.

- They stalked family members on social media

The researcher found the sentence **they stalked family members on social media** in the first text ‘Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?’ in page 8 paragraph 6. The sentence **they stalked family members on social median** is victimization. The word **stalked** contained in the sentence is an act that is detrimental to the perpetrator and also family members, because as is known the digital footprint is very cruel, through it netizens invade, judge and bully the perpetrator even the case has been handled by the authorities. The used of **stalked** similar to **follow**, but stalked is usually used when someone in looking for information or following other people’s social media to gain information, usually not to their knowledge or with explicit consent.

2. Hyperbole

According to Stern (2000) hyperbole is a type of metaphorical language in which a speaker uses one meaning to convey another. Hyperbole is a type of figurative language in which something is exaggerated or a style of discussion that involves an overstatement is discussed. The purpose of using exaggeration in a statement is to evoke strong feelings in the reader so that they will grasp the true meaning of the sentence. Hyperbole is occasionally employed when someone wants to accentuate a point in a casual setting. The researcher finds three hyperbole styles in the text. In other words, the words or sentences expressed do not match to the actual meaning. In this analysis, the hyperbole strategy was only employed in a discourse topic as follows:

- An army of social media accounts from the other side of the world were releasing a digital deluge on anyone involved with his case.

In this analysis, the strategy hyperbole is used and aimed at the discourse topic 'An army of social media accounts from the other side of the world were releasing a digital deluge on anyone involved with his case' and "Comments tagged “Cameron Herrin” or “justice for Cameron” Flooded the Twitter, Instagram and Facebook pages and 13th Circuit Court, Hillsborough Country state attorney Andrew Warren, the Florida department of Corrections, the Tampa Bay Times and several local television news stations. They tagged the governor, the president and Oprah". The producer's discourse uses the metaphor strategy shown in, 'An army of social media accounts from the other side of the world were releasing a digital deluge on anyone involved with his case' and 'Comments tagged “Cameron Herrin” or “justice for Cameron” Flooded the Twitter, Instagram and Facebook pages and 13th Circuit Court, Hillsborough Country state attorney Andrew Warren, the Florida department of Corrections, the Tampa Bay Times and several local television news stations. They tagged the governor, the president and Oprah' which means the social media accounts of Cameron Herrin and

also the people involved in his case were invaded by netizens. This means that the hyperbole strategy used in these discourses do not match to the intended meaning. This means that the hyperbole strategy used in this discourse tends to express something while meaning another thing.

Not only invaded the social media accounts of the perpetrators, but netizens also flocked to invaded prison facilities such as telephone calls. Which was shown in the discourse presentation 'People flooded the prison facility with phone calls Anyway, 'flooded' and 'deluge' have the same meaning.

3. Repetition

According to Gorys Keraf, repetition is the act of repeating sounds, syllables, phrases, or portions of sentences that are deemed significant to emphasize in a suitable context. Repetition of the same word seeks to create cohesive links between the sentences. the repetition strategy can be discovered in these discourse topics:

- Racial issue is real in this country. Russia does it. China does it.

The writer found the statement **Russia does it, Cina does it** in the text 'Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?' Page 10 paragraph 3. The statement **Russia does it. China does it** is repetition. It is for the purpose of continuing to fight to inflame racial protests in this country. There is an emphasis in delivering the statement and for the purpose of convincing people affected by racism to be fought for, all people need the freedom to live.

4. Parallelism

Parallelism categorised to lexicalization, it refers to the use of words, phrases, clauses, or sentences that are similar in structure, sound or meaning. According to Preminger and Brogon (1993: 87), parallelism is the repetition of identical or similar syntactic patterns in adjacent phrases, clauses or sentences. The researcher found some parallelism styles in a text 'Cameron Herrin went to prison for the Tampa crash. Were the tweets that followed real?'. The following is one of them:

- There could also be a scam element. There were some Gofundme campaigns....

One of the explanation shown in the discourse presentation, 'there could also be a scam element. There were some Gofundme campaigns'. In the statement the word repeats over and over again to emphasize the meaning in different definitions. The statement explains the advantages taken by irresponsible people regarding the Cameron Herrin case.

5. Disclaimer

Minorities employ the disclaimer tactic to defend themselves against the harmful discourses that target them by dispelling the harmful

discourses from majority (them) and highlighting our positive attributes. The researcher found some parallelism styles in a text ‘Cameron Herrin went to prison for the Tampa crash. Were the tweets that followed real?’. The following is one of them:

- The murky reality might fall somewhere in between, but offline, the activity had a real-world effect on Herrin’s family

One of explanation shown in the discourse presentation, ‘the murky reality might fall somewhere in between, but offline, the activity had a real-world effect on Herrin’s family’. In this research, In order to protect himself and his community from discourses that undermined them, the discourse maker used the disclaimer approach. The apparent concession was the kind of disclaimer that was employed.

2. Discussion

The findings of the analysis of the news texts of Cameron Herrin case utterances containing in the texts tend to emphasize the negative things and de-emphasize the positive things. Moreover, it was also found that discourse topics used in the utterances were in the texts such as ‘Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?’, the text tend to explain and portray the virality on social media regarding the Herrin case thus provoking netizens to comment and blaspheme the perpetrator.

In addition, the analysis revealed that various discourse strategies, such as *victimization hyperbole, parallelism, repetition, and disclaimers* were used in news texts about the Herrin case to create positive-self and negative-others presentations.

After analysing the data, the researcher found that there were 15 discourse topics containing discourse strategies. The type of discourse strategies used in the text ‘Cameron Herrin went to prison for the Tampa crash. Were the tweets that followed real?’ are victimization, hyperbole, parallelism, repetition, and disclaimer. Each of the strategies has different frequency in using Van Dijk;s discourse structure.

Comparing the five types of discourse structure, actually three of the strategies have the same frequency, they are victimization, parallelism, and repetition, each of them have 2 frequency. Differen from the previous studies such as Khuong, Ngan, and Minh, (2016), Bustan, and Alakrash, (2020), this study showed different result. The result of the previous studies showed that discourse strategies was the most dominant. Whereas in this study only used a few discourse strategies. Some of the strategies used in previous research are number game, authority, implication, presupposition, generalization, explanation, empathy, norm expressions, categories, fallacy, contrast, and lexicalization.

However, in several previous studies conducted by Hashemi and Na, (2020), Dewi, Destriyana, and Nurhayati, (2019), Indrawati, (2021). Pratiwi, Nofrahadi, Pendri, Komalasari, Sumarlam, (2020), Nurjannah, (2018), Soeharto, Hidayat, Alek, Septiawan, (2021), Todo, Budiarta, (2018), Marlianingsih, Rasyid, and Lusyantje, (2020), and Rovino, Afifah, and Wardani, (2021). Some study showed different results of the previous studies showed passivation, nominalization, interpretation; Van Dijk's framework is employed to detect 12 common discursive strategies used; The Teun Van Dijk theory which refers to graphs of information reception, images of text formation, and analyses of macro-micro contexts; the aspects of texts, such as representation and relationships, as they are revealed by the Norman Fairclough discourse analysis. From several previous studies, they are quite closely related but are still in using critical discourse analysis that approach to Van Dijk theory.

D. CONCLUSION AND SUGGESTIONS

This thesis investigated the critical discourse analysis (CDA) approaches to Van Dijk's theory that emerge in Cameron Herrin online news texts. There were two chosen news text that used in this research, entitled Cameron Herrin went to prison for a Tampa crash. Were the tweets followed real? by Tampa Bay site and Cameron Herrin: how beauty privilege can make you get away with murder. The researcher restricts her focus to discussing to ideological discourse structure. It is contained several discourse topic and discourse strategies.

There are so many kinds of discourse strategies accordance to Van Dijk. But in this research, the researcher investigate for some of them such as victimization, hyperbole, repetition, parallelism, and disclaimer. The discourse structures that used in this research need to be explored. The researcher limits herself in discussing eight kinds of discourse strategies, those are victimization, hyperbole, repetition, parallelism, and disclaimer.

From the several news texts that researchers have collected, there is only one text that is suitable to be used as research material, the news text is entitled 'Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?'. The researcher found 15 data that will be analyze using Van Dijk's discourse structures. In a text 'Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real', it consists of 5 strategies such as victimization, hyperbole, repetition, parallelism, and disclaimer. Disclaimer is the dominant strategy used in the text. From all of the kinds of ideological structures, repetition and disclaimer are most used in the text "Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?", followed by the victimization, repetition, and parallelism having the same frequency, they are hyperbole, repetition, and parallelism.

The researcher suggest to next researchers who want to investigate critical discourse analysis to expand their research by conducting more research to uncover issues other than Cameron Herrin issues entitled "Cameron Herrin went to prison for a Tampa crash. Were the tweets that followed real?. The

researcher advises the other researcher to look into other variation data, including those found in newspaper, song lyrics, movie transcripts and other sources. The researcher hopes that this research will serve as a useful resource for linguistics students and encourage them to perform other research.

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