

Tendency and Ideology of Arabic and English Online Media

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Abstract

This study aims to show the tendencies and ideologies of Arabic and English online media. Al-Jazeera and CNN International, as online media, in reporting the death of a journalist named Jamal Kashogi is as a case of the study. This study uses Norman Fairclough's model of critical discourse analysis which is divided into text analysis, discourse practice, and sociocultural practices. The result of this study suggests that Al-Jazeera and CNN both showed a supportive attitude towards the Kassogi murder case. Aljazeera shows a neutral tendency, while CNN tends to adopt a negative trend towards Westerners because of its ideology. Aljazeera represented the interests and sensibilities of the Middle East with an ideology that appeared to be similar to anti-American view in the presentation of news texts, while CNN could not release the collective consciousness as Westerners.

Keywords: Tendency, Ideology, Arabic and English, Online Media, Critical Discourse Analysis.

Abstract (Indonesian)

Ini Artikel ini bertujuan untuk mengungkap tendensi dan idiologi media online Arab dan Barat. Media Al-Jazeera dan CNN Internasional dalam pemberitaan Matinya Jurnalis Jamal Kashogi sebagai studi kasus. Penelitian ini menggunakan analisis wacana kritis model Norman Fairclough yang membagi wacana menjadi text analysis, discourse practice, dan sociocultural practice. Hasil penelitian ini menunjukkan bahwa media Al-Jazeera dan CNN sama-sama menunjukkan sikap tidak mendukung terhadap kasus pembunuhan Kassogi. Aljazeera menunjukkan tendensi yang netral, sedangkan CNN cenderung bertendensi negatif dalam pemberitaan berdasarkan idiologinya. Aljazeera sedikit banyak mewakili kepentingan dan sensibilitas Timur Tengah dengan idiologi nampak seperti anti Amerika dalam penyajian teks berita, sedangkan CNN sebagai media barat tak bisa melepaskan kesadaran kolektifnya sebagai orang Barat.

Kata Kunci: Tendensi, Idiologi, Media Arab-Barat, Analisis Wacana Kritis

INTRODUCTION

Newspapers as a symbolic representation of community values form stereotypes that often harm a certain party. This party tends to be appeared in the text as the marginal compared to other parties. Newspaper is often used as a means by which one group solidifies its position and denigrates others. Newspapers, through the news discourse can determine whether one party is bad or good in a society. The process of marginalization through new media discourse comes naturally. The audience as the reader does not feel to be manipulated by this news discourse.

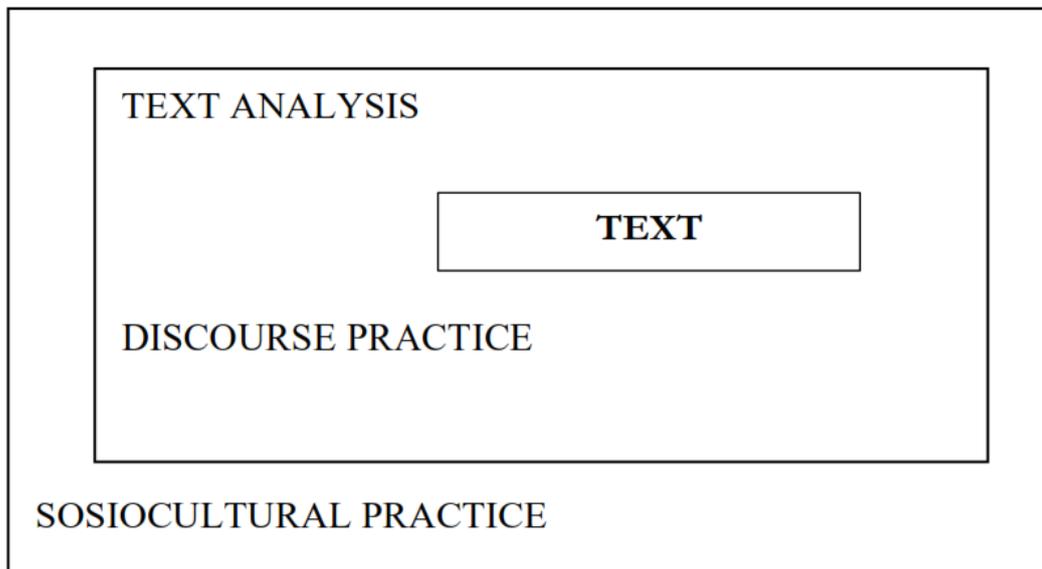
Basically, news biases occur because the mass media does not come in a vacuum area. The real media are in the middle of social realities which are loaded with various and complex interests. The mass media as well as educational, religious, artistic, and cultural institutions are part of the tools of state power that work ideologically to build public compliance with the ideological states apparatus.

The ideology of a mass media is usually determined by the background of the founder or the owner, both from their religious background and the values they believe. By some people, the media is often referred to as the fourth power in socio-economic and political life. This is mainly due to the media in relation to the development of the socio-economic and political life of the community. The media is used as a tool in the delivery of news, assessments, or a general picture of many things. It has the ability to act as an institution that can shape public opinion, among others, because the media can also develop into a pressure to group on an idea, and even an image that represents to be put in a more empirical context of life.

In many cases, media coverage - especially those related to events involving a dominant party - is always accompanied by a bad portrayal of the less dominant party. One case that has recently shocked the world media is the case of the death of Arab journalist, Khashoggi. There has been mounting speculation of the death of Khashoggi which is linked to the second crown prince of the Kingdom of Saudi. Among the existing mass media, there are different tendencies in their reporting, some of which are caused by differences media ideology. Many researches have been done related to tendency and ideology, among others, studies by Rahmawati (2017), Ardiyanto (2012), Setiawan (2011), Dian (2016) who has been studied discourse in Indonesian media, and Auther (2004) studied on media from public

relation perspective. Difference from those studies, this study compares the tendencies and ideologies of Arab and West media, al-Jazera and CNN International from critical discourse analysis.

This study uses critical discourse analysis (CDA). ¹ Fairclough divides the discourse into text analysis, discourse practice, and sociocultural practice (1995).²



Fairclough sees texts on various levels. A text is not only seen as how an object is described but also how the relationships between the objects. There are three basic elements in Fairclough model: representation, relations, and identity.

Table 1. Three basic elements in Fairclough model

Elements	Subject Analyzed
Representation	How events, people, groups, situations, circumstances, are displayed and described.
Relation	How the relationship between journalists, audiences, and news participants.
Identity	How the identity of journalists, audiences, and news participants.

¹ Rani, Abdul Arifin, and Bustanul Martutik, *No Title* (Malang: Bayumedia Publishing, 2004), 3; Aris Badara, *Analisis Wacana : Teori, Metode, Dan Penerapannya Pada Wacana Media* (Jakarta: Kencana, 2012), 2.

² Norman Fairclough, *Critical Discourse Analysis: Paper in the Critical Study of Language* (London: Longman, 1995).

In Fairclough's model, the text is analyzed linguistically by looking at vocabulary, sentence structure, and meanings including its coherence and cohesiveness. These comprise how the words or sentences are combined to form a comprehensive understanding³. In this study, the news text of the death of Khashoggi obtained from the Al Jazeera and CNN International. By using discourse analysis, those elements were found.

Representation, according to Fairclough, is seen from two sides, how a person, group, and ideas are displayed in a clause or combination of clauses⁴. The analysis is carried out to show the meaning by analyzing the language used critically. One clause with others is combined to form a meaning. From the coherence of from the language being used, it will show the ideology⁵. The relation explains how the participants' appearance and relationships are put in the text. To analyze the relationship, Fairclough divides three main participants in the media: journalists, audiences, and participants. In this case, what is highlighted is the relationship of these three in a text. A news text has its own style in choosing vocabulary. Therefore, the style and diction of language becomes a matter whether the use of certain words, phrases, or clauses determines a certain situation, interest, and ideology.

While the discourse practice focuses on how the production and consumption of a text, the process of producing news involves many parties starting from journalists in the field, editors, and marketing department. From the various complex factors, there are at least three important aspects: First, the individual journalists; second, how the relationship between journalists, and the organizational structure of the media: fellow members of the editors, managing editor, reporters, and so on); and third, work practices of news production starting from news searching, writing, editing, until appearing as news in the media⁶. Text is formed through a practice of discourse, which will determine how the text is produced.

This analysis is based on the assumption that the social context outside the media influences how discourse appears in the media, which so-called as socio-cultural practice which explains text and its context⁷. The journalist is not a sterile party, but is largely determined by factors from the outside. How does this sociocultural practice determine the

³ Eriyanto, *Analisis Wacana : Pengantar Analisis Teks Media* (Yogyakarta: LkiS, 2001), 286.

⁴ Eriyanto, 290.

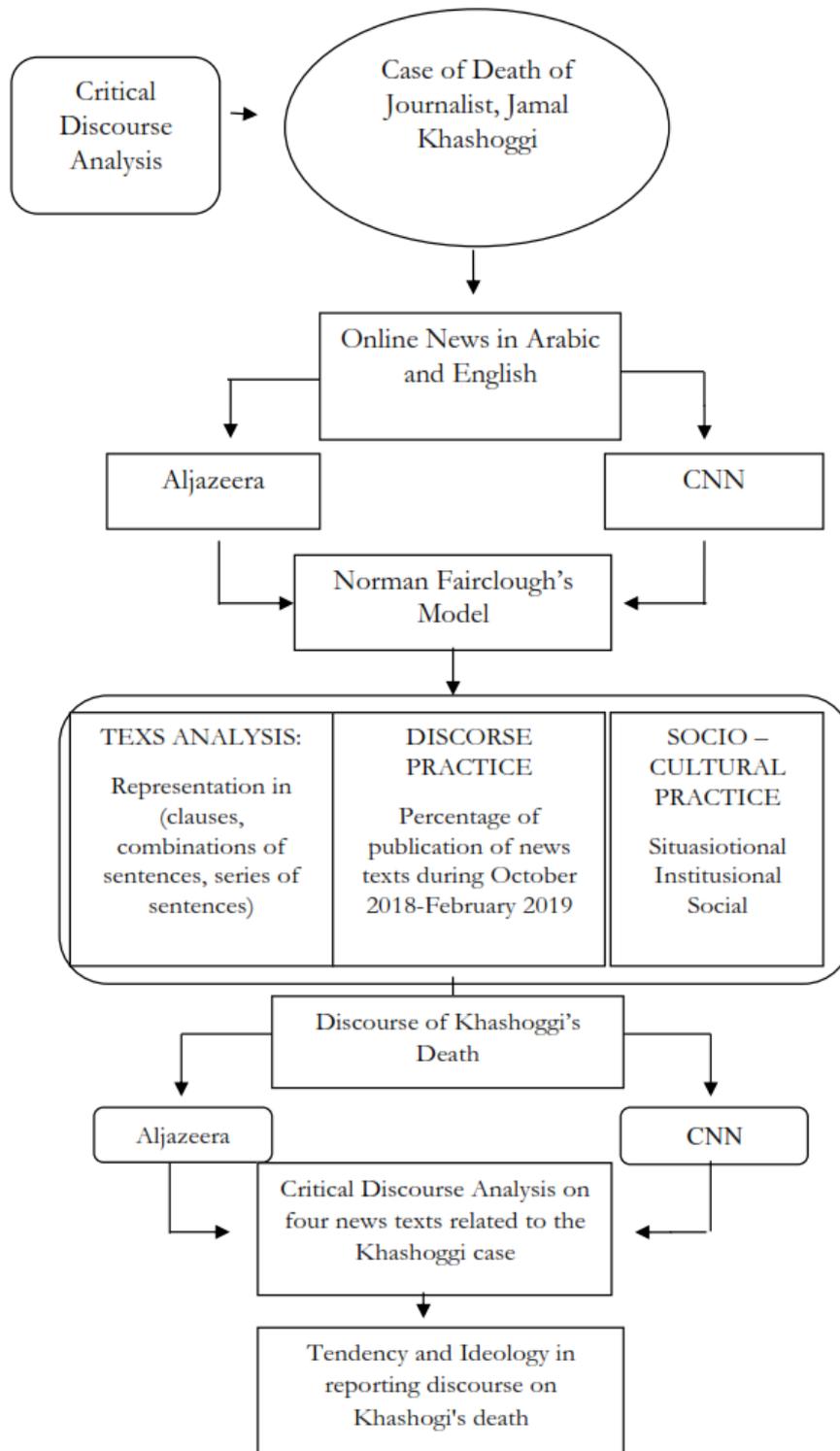
⁵ Eriyanto, 294.

⁶ Eriyanto, 317.

⁷ Alex Sobur, *Analisis Teks Media: Suatu Pengantar Untuk Analisis Wacana, Analisis Semiotik, Dan Analisis Framing* (Bandung: Remaja Rosda Karya, 2002), 56.

text? According to Fairclough, the relationship was not direct, but mediated by the discourse practice.

Conceptually, critical discourse analysis on Khashoggi's news text can be described as follows:



DISCUSSION

Tendency of a media is influenced by certain values, interests, and ideologies. Ideology has several positions: positive, negative, or neutral. Ideology, in the neutral sense, is a system of ideas containing knowledge, beliefs, norms, and values that are taught or guided by a community in social life⁸. Daniel Hallin made an interesting illustration that helped to explain how news was placed in the ideological map⁹. According to Hallin, there are many definitions of ideology. First, it is a belief system that is owned by a certain group or class. This definition is mainly used by psychologists who see ideology as a set of attitudes that are formed and organized in a coherent form. Second, it is a belief system created by false ideas or false consciousness that can be opposed with scientific knowledge. Ideology, in this sense, is a set of categories created and false consciousness in which the ruling or dominant group uses it to dominate other groups using the ideological tools that are propagated into society, and makes the group dominated seeing the relationship look natural, and accepted as truth. Ideology is spread through various instruments: education, politics, and mass media.

The first step is to look at the news that is related to the discourse of the death of Khashoggi. The writer takes the news in both Aljazeera and CNN. The keyword used by writer in sorting the news is “Khashoggi”. To be effective and balanced, the writer took the news from both Aljazeera and CNN online news sites with the same topics and events.

Critical Discourse Analysis in The News Text

The analysis starts from looking at the title, news lead, and news content, then a temporary synthesis will be concluded in each news event. In this study, the writer uses a critical discourse analysis developed by Norman Fairclough. The first dimension analyzed was the text. Text is analyzed linguistically, by analyzing its vocabularies, semantics, and structures.

First News Text

The death of Khashoggi was reported in Aljazeera online media on Saturday, January 12, 2019 through the title:

⁸ Eriyanto, *Analisis Wacana :Analisis Framing Konstruksi, Ideologi, Dan Politik Media* (Yogyakarta: LkiS, 2015).

⁹ Karomani, “Pengaruh Ideologi Terhadap Wacana Berita Dalam Media Massa,” *Jurnal Komunikasi Mediator* 5, no. 1 (2004): 40.



صحيفة تركية: هل تبخرت قضية جمال خاشقجي؟

‘Turkish Newspaper: “Did the Jamal Khashoggi case evaporate?”

This headline can indicate representation within the clause. This aspect relates to how individuals, groups, events and activities are displayed in the text, in this case, the language used. Basically, the use of language is confronted at the level of vocabulary used in displaying and describing things. Language users can choose whether a person, group, or certain activity is to be displayed as an action or an event.

The representation in the first clause for the headline entitled "Turkish Newspaper: Did the Jamal Khashoggi case evaporate?", can be analyzed from its vocabulary. The vocabulary used shows the description of a set of a case. The word *تبخرت* /*tabakharat*/ in the headline means ‘to evaporate’. In Cambridge online dictionary, the word “evaporate” is a form of verb that means “disappears”, for example, the problem evaporates, means disappears. This vocabulary marks the existence of metaphors used by journalists to show the Khashoggi case. In a discourse, a journalist not only conveys the main message through text, but also figures out speech, expressions, metaphors intended as ornaments or ingredients of a news. The vaporization, here, means whether the Khashoggi’s case just disappeared. This gives the reader an understanding that the development of the murder case of the journalist, Khashoggi, is questioned. This is also stated in the news lead.

"تساءل كاتب تركي عن مصير التحقيق في قضية اغتيال الصحفي السعودي جمال خاشقجي داخل القنصلية السعودية في إسطنبول، مبيناً أن عدم ظهور أية تفاصيل جديدة أو حصول تطورات في القضية يؤثر الفلق تجاه سير القضية في العالم والمجتمع الدولي (١)

"A Turkish writer questioned the fate of the investigation into the murder of Saudi's journalist Jamal Khashoggi inside the Saudi consulate in Istanbul, pointing out that the absence of new details or developments in this case raises concern for the development of the case in the world and the international community"

At the grammatical level, Fairclough's analysis focuses on whether the sentence is displayed in the form of processes or participants. The news text above displayed the question of a Turkish writer who questioned the clarity of the development of Khashoggi's death case. The vocabulary used in Aljazeera's first headline explains how the developments of the murder case of the journalist by using the word *تبخرت /tabakharat/* 'yawn'. This news was quoted based on one of the Turkey's newspapers, where the city was the last stop over of Khashoggi before he was declared dead. The lexical use of *مصير /maṣīr/* means the end, destiny, while the meaning of "مصير" in this news text is interpreted as "fate"¹⁰. What is the fate of the continued investigation of the Khashoggi's case? Al Jazeera also used the word *اغتيال /igtiyāl/* to emphasize the case. This word means murder. Semantically, the word *اغتيال /igtiyāl/* is synonymous with the word *قتل /qotala/*. The news text also explains the chronology of the place where Khashoggi was killed, the Istanbul Consulate in Turkey. This news lead also showed that due to the absence of details and the latest developments related to the case attracted the concern from international communities.

¹⁰ Rohi Baalbaki, *Al-Mawrid* (Beirut: Dār al-ʿIlm li al-Malāyīn, 1995), 1055.



One clause with another clause can be combined to gain a meaning interpreted from this combination. The combination of sentences will also form local coherence, that determines the meaning of the passage. The coherence of the clauses in this news text is contained in the third paragraph:

كما أوضح أن الجريمة أحدثت هزة في انحاء العالم لحضة وعقوعها. وكانت التوقعات تشير إلى
احتمالية ظهور الحقيقة في أي لحضة, ولكن لم تتحقق التوقعات.(٣)

In the third paragraph above, there is a representation in a combination of clauses. Those are, the clause "*Kama audhoha anna al jarimata huzzatun fi anhail 'alami lahdhota wuqu'uhā*" 'He also explained that the crime shocked the world at the time it happened' as the first clause, and the clause "*kanat ihtimalat tasyiru ila ihtimaliyatin dhuzuhri al haqiqati fi ayyi lahdzotin,*" 'The hope of the truth of that incident can appear at any time' as the second clause, and the clause "*walakin lam tahaqqat al tawaqu'at*" 'but the expectation have not come true yet' as the third clause. The combination of these clauses forms local coherence, that is, the understanding obtained from the combination of the second clause with the third clause by using the conjunction *ولكن/walakin/* which means 'however'. In this paragraph, journalists who act as communicators to the public gives an understanding that crimes related to Khashoggi's case have made world news, and hoping that the truth would be immediately clarified but the facts said otherwise.

Representation also can be found in a series of sentences. This aspect relates to how two or more sentences are arranged. This representation relates to which part of the sentence is more prominent than the other parts. One important aspect is whether the participant is considered to be independent or shown to react in the news text.

It is important to note here that how the statement is displayed in the text is a matter. According to Fairclough, there are at least three forms of how statements are displayed in the text: First, by directly quoting what is said by the actor; Second, by summarizing what is conveyed by the actor; Third, through evaluation, where the actor's statement is evaluated and then written into the news. The division of these three things is especially visible in the titles and leads. How statements are displayed is not just a journalistic technical issue, but also brings certain ideological consequences. Generally, newspapers that do not like certain discourses prefer to show evaluations of an actor's statement.

The representation, for example, is contained in the fourth and fifth paragraph below:

وقال كارادومان إن جريمة اغتيال خاشقجي فضحت الولايات المتحدة والغرب، والطريقة التي يفكرون بها، إذ وقعت جريمة قتل أمام العيان بعدما دخل رجل إلى القنصلية ولم يخرج منها. كما أن الأدلة الأخرى مثل فريق الاغتيال الذي أتى بطائرتين خاصتين، وكذلك شبيهه خاشقجي الذي حاول إخفاء الجريمة، كلها توضح الجريمة وشجاعتها. (4)

"and Karaduman said that the assassination of Khashoggi exposed the United States and the West, and the way they are thinking, as a murder occurred before the witness after a man entered the consulate and did not leave it. The evidence for others, such as the assassination team that brought in two private planes, and similar to Khashoggi who tried to hide the crime, all explain the crime and its courage.

ولكن يبدو - كما يرى الكاتب - أن الغرب والولايات المتحدة قرروا التغطية على الجريمة، ويحاولون حماية المجرم الذي تربطهم به علاقات متينة، في الوقت الذي كان عليهم فيه ألا يسكتوا أمام جريمة بشعة كهذه (5)

"However, it seems - as the author sees - which the West and the United States have decided to cover up the crime, and are trying to protect the criminal with whom they have strong ties, at a time when they should not be silent in the face of such a heinous crime" (5)

The representations were in a series of sentences. In the news text above, the opinion of a Turkish journalist was presented as a participant who gave a reaction and response to the ongoing case, namely the murder of Khashoggi. In addition, he also displayed reactions from the US and the West related to their way of thinking about the Khashoggi case. The conjunctions that connect the two paragraphs are the conjunctions but (*walakin/ ولكن*) ('But')

meaning that the fifth paragraph is a continuation of the reaction of the west and the United States trying to cover up the crimes that befall Khashoggi. In the fourth paragraph, there is also a form of extension coherence where one clause is an extension of another clause. The fourth paragraph is the second clause that serves as an extension of the third paragraph. The conjunction used in the fourth paragraph is “and” as shown in the sentence:

وقال كارادومان إن جريمة اغتيال خاشقجي فضحت الولايات المتحدة والمغرب

“And” Karaduman said the assassination of Khashoggi exposed the United States and West”

Second News Text

The title of CNN on Monday, October 22, 2018 was "Saudi Foreign Minister Says Killing of Khashoggi Was "Tremendous Mistake".



Reporter presented Foreign Minister, Adel Jubeir, as an actor. In the first paragraph, Saudi Arabian Foreign Minister Adel al-Jubeir has said that the killing of Khashoggi was a "tremendous mistake" and part of a rogue operation, adding that his government would have those responsible for his "murder"(1).

In the news text, journalists try to present a set of events, namely the murder of Khashoggi. Is the Khashoggi event said to be a murder incident? In the news text "Saudi Foreign Minister says killing of Khashoggi was Tremendous Mistake". The headline above, explains that there has been a murder incident by using the word Killing which means

murdered. CNN firmly said the Khashoggi incident was a murder. The CNN news lead also featured the Saudi Foreign Minister as an actor in his reporting.

Furthermore, the vocabulary of "tremendous mistake" means "extraordinary error"¹¹. The word "tremendous" is an adjective meaning 'very'. This adjective "tremendous" characterizes the word "mistake" which means error. The use of this word confirms to the public as news consumers realized that the case of Khashoggi is very shocking to the world.

In the second paragraph: "The individuals who did this outside the scope of their authority," he told Fox News on Sunday. "There obviously was a tremendous mistake made, and what compounded the mistake was the attempt to try to cover up. That is unacceptable in any government." (2).

The text above is represented by a combination of clauses, those are, "people who do this outside the scope of their authority," he told Fox News on Sunday and "There is clearly a big mistake made, which is connected with the conjunction "and ", following the next clause "which exacerbates the error is an attempt to cover up which cannot be accepted in any government". This paragraph is coherent by using an extended coherence form. In other words, the second clause is a continuation of the first clause connected with the conjunction "and".

This aspect is contained in the third and fourth paragraphs: "Jubeir said that Saudi Arabia was taking action to investigate how Khashoggi was edited and held those responsible accountable. (3) and" We are determined to uncover every stone. We are determined to find out all the facts. And we are determined to have those who are responsible for this murder, "he said. (4)"

In the news text above, journalists present the opinions of Jubeir as participants in the news. In the form of direct quotations and indirect quotations while in the eighth paragraph in the sentence "In the Post article published late Saturday, Trump said that" obviously there has been deception and there has been lies, "when asked about Saudi Arabia's account of the killing of Khashoggi in their Istanbul consulate almost three weeks ago. "Their stories are all over the place," Trump said. (8). In this paragraph reporters cite Trump's opinion in an article which is used as an additional opinion related to the khashoggi case. In other words, between

¹¹ Cambridge Dictionary, "No Title," accessed February 17, 2019, <http://dictionary.cambridge.org/dictionary/english-arabic>.

the two participants who reporters displayed in the news text, namely Jubeir and Trump. Between the two journalists were more prominent from Jubeir's side. In the news text above, Jubeir's opinion is displayed upfront, ahead of Trump's.

Third News Text

The third data is in Aljazeera on Monday, December 24, 2018 with title:



جاويش أوغلو: نتعاون مع دول أخرى لإحالة قضية خاشقجي للأمم المتحدة

Gawish Oglu: We are cooperating with other countries to refer the case of Khashoggi to the UN.

Representation in clauses can be seen in the first paragraph below:

قال وزير الخارجية التركي مولود جاويش أوغلو اليوم الاثنين إن تركيا تتعاون مع دول أخرى لإحالة التحقيق في قضية مقتل الصحفي السعودي جمال خاشقجي إلى الأمم المتحدة (١).

Turkish Foreign Minister, Mevlüt Çavuşoğlu said “Today, Monday, that Turkey is cooperating with other countries to refer the investigation into the murder of Saudi journalist Jamal Khashoggi to the United Nations” (1)

In the news text above, Aljazeera uses the word *تحقيق* / tahqiq/ which means investigation. This vocabulary indicates the actions of the relevant actors. Namely the Foreign Minister of Turkey itself. This paragraph contains how the opinion of the Oglu is related to the Khashoggi case, while the opinions displayed in the news text are indirect quotations. Thus, in critical discourse analysis is called intertextuality.

The representation in a combination of clauses existed in the fourth and fifth paragraphs:

وقد لَوَّح المسؤولون الأتراك مرارا بإمكانية تدويل التحقيق في قضية خاشقجي إذا لم تتعاون السعودية بالمستوى المطلوب كشف ملابسات الجريمة، وهوية المسؤول الذي أصدر الأمر باغتيال خاشقجي. (4)

“Turkish officials have repeatedly suggested that the investigation of Khashoggi’s case could be internationalized if Saudi Arabia does not cooperate with the level required to uncover the circumstances of the crime, and the identity of the official who issued the order to assassinate Khashoggi” (4)

وقال جاويش أوغلو في تصريحات سابقة إن تركيا توصلت إلى إرادة مشتركة مع دول عدة بشأن إمكانية التقدم بطلب مشترك لتشكيل لجنة تحقيق دولي في الجريمة التي وقعت داخل القنصلية السعودية في إسطنبول يوم 2 أكتوبر/عشرين الأول الماضي. (5)

Ghawish Oglu said in previous statements that Turkey had reached a common will with several countries regarding the possibility of submitting a joint request to form an international investigation committee into the crime that took place inside the Saudi consulate in Istanbul on October 20. (5)

In the news text above, there are 2 facts, namely: (1) Insistence from the Turkish side to the Saudi, if Saudi is not willing to cooperate with the responsible person for the order of Khashoggi's murder; (2) Turkey has reached mutual agreement with several countries to form an international inquiry commission.

These two facts are presented by journalists in the form of two paragraphs, the fourth and the fifth. If the two facts are combined it will become "if the Saudis are not willing to cooperate in the investigation of who is responsible for the order of the Khashoggi assassination, then Turkey together with other countries have agreed to form an international commission of inquiry". The combination of these sentences will form local coherence that is the understanding obtained from the combination of one sentence with another sentence. So that sentence has meaning.

In the news text, many reporters show how Turkey's actions related to the Khashoggi case. In the form of indirect quotations. In the news text, journalists emphasize the reaction of the Turks. And the impression is more cornering to the Saudi.

The following forms are indirect quotations:

ودعا الوزير المملكة السعودية لعرض النتائج التي توصلت إليها بشأن القضية على المجتمع الدولي بشفاافية. وجاءت تصريحاته خلال مؤتمر صحفي مع نظيره التونسي خميس الجهيناوي بالعاصمة التونسية اليوم الاثنين.

The minister called on the Kingdom of Saudi Arabia to present its findings on the issue to the international community transparently. His comments came during a press conference with his Tunisian counterpart, Khamis Al-Jahnawi, in the Tunisian capital on Monday.

Fourth News Text

Here, the author describes the data and analysis of the coverage of the case of the death of Khashoggi in CNN. This news was released on Saturday, 17 November 2018 with the following title: "CIA Concludes Saudi Crown Prince Ordered Jamal Khashoggi's Death, Sources Say".



From the headline above, there are three actors featured in the news, namely: (a) CIA (west side), (b) Saudi Crown Prince (SCP) (as perpetrator), and (c) Khashoggi (victim). In the use of the vocabulary, CNN used the verb "Ordered". Where in grammatical English the word "Ordered" is the second verb form (V2) of the first form "Order" which means to order. The "Ordered" vocabulary describes how an actor performs a certain action to someone who causes something. In other words, the Saudi crown prince was an actor who was responsible for the death of the victim.

In the second paragraph: "The senior US official told CNN on Friday the conclusion is based on a recording provided by the Turkish government and other evidence, including American intelligence".

The news text above contains intertextuality which is indicated by the use of the word told. that is the process of changing from the form of direct quotes to indirect quotations,

resulting in semantic changes, where it must adjust to the pattern of indirect quotation sentences. The time information listed on Friday describes the real time atmosphere of the news source when he said his words which were then converted by direct reporters to direct quotation forms. Likewise with the atmosphere of time, place, and the incident could not be presented again as when the news source said it, but the time and place must be adjusted to where the journalist was writing or the place where the newspaper was published.

In the first paragraph: "CNN: The CIA has concluded that Saudi Crown Prince personally ordered the killing of Khashoggi, despite the Saudi factions that the de facto ruler was involved, according to a senior US official and a source familiar with the matter"

In the news text above, there are two facts namely: (1) The CIA has concluded that the crown prince of Saudi Arabia personally ordered the murder of Khashoggi. (2) The Saudi government denies that de facto authorities are involved. The two facts shown above differ from each other, namely the pros and cons between the western and eastern camps. And reporters combine it into one set of the same time. Both are displayed in the same space, but both can be combined coherent sentences, namely by adding conjunctions despite / though.

In the first, second, and third paragraph, journalist presented the CIA as a counter party to the eastern camp. Then only in the fourth paragraph, the reporters come up with a reaction from the eastern camp that the SCP involvement in the Khashoggi case was wrong. Excerpt of the fourth paragraph: "A Saudi Embassy spokeswoman said in a statement that" the claims in this purported assessment are false. "From this, it can be seen clearly the main topic raised in the reporting was the SCP as the main actor in the case.

Discourse Practice

Discourse practice focuses on how the production and consumption of texts. Text is formed through a practice of discourse, which will determine how the text is produced. Media texts involve complex discourse practices. This discourse practice determines how the text is formed. In Fairclough's view, there are two sides to the discourse practice: the production of texts (on the part of the media) and consumption of the text (on the part of the audience). Discourse practices include the ways in which media workers produce texts. Through discourse analysis we not only know how the contents of the news text, but also how the message is conveyed. In this study, the author highlights from the side of the media i.e, what

percentage of news about Khashoggi is published every week? This is found through the keyword Khashoggi for search. The following graphs are percentages per week related to the publication of Khashoggi news in Aljazeera online media:

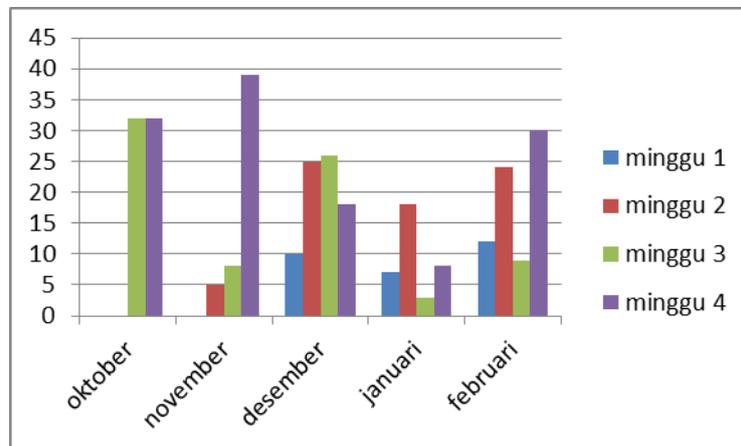


Diagram 1.4 Percentage of Aljazeera text published per week

The diagram above explains Aljazeera's daily news related to the Khashoggi published every week. From the data above, it appears that the highest percentage was in November at the fourth week, while the lowest percentage was in January at the third week. The percentage of news texts published weekly on CNN International online media is as follows:

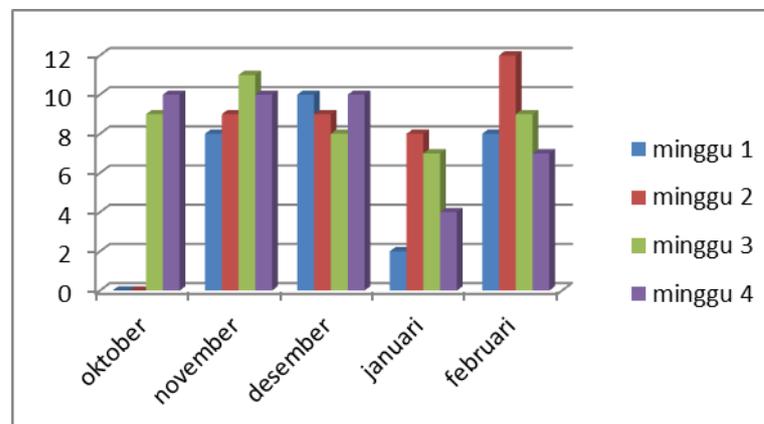


Diagram 2.4 Percentage of CNN media

The diagram above explains the percentage obtained each week. The highest percentage was in February in the second week, while the lowest percentage was in January in the first week. It explains that although the discourse raised is still under one theme namely "The Khashoggi Case", each media clearly has its own interests or ideology. Both are from Aljazeera and CNN.

Sociocultural Practices

The third dimension is a macro-level analysis based on the theory that the social context existing outside the media actually influences how the discourse in the media. The editorial room or journalist is not a sterile field or empty space, but very much determined by other factors outside the media. Sociocultural practices analyze three things: economics, politics (especially related to issues of power and ideology) and culture (especially with regard to values and identity) which also affect media institutions, and their discourse. The discussion of socio-cultural practices includes three levels: situational level, related to the production and context of the situation; institutional level, related to institutional influences internally and externally; and social level, related to more macro situations, such as the political system, the economic system, and the cultural system of society as a whole. The following are three levels of analysis of "The Death of the Arabic Journalist, Jamal Khashoggi", comprising:

The social context, how the text is produced including paying attention to the situational aspects when the text is produced. Text was produced in a condition or atmosphere that was unique, so that one text could be different from other texts. If the discourse is understood as an action, then the action is actually an attempt to respond to certain social situations or contexts. Discourse related to the Death of Arabic Journalist Jamal Khashoggi was presented along with the beating of the civil war in Yemen. Reporting from one of the media (BBC) related to the two reports above, namely with the headline "Saudi Arabia condemns" interference "the US Senate related to the Yemen war and the Murder of Khashoggi. Not only in Saudi but also become world consumption news. In fact, it is not uncommon for some countries to blame Saudi attitudes towards the Khashoggi case.

The institutional level looks at how the influence of organizational institutions in the practice of discourse production. This institution can come from within the media itself, it can also be external forces outside the media that determine the process of news production. Important institutional factors are institutions related to media economics. News production in the media now cannot be separated from the economic influence of the media which more or less can influence the discourse that appears in the news. News must be made in such a way that it attracts people to advertise in the media. Beside the economic factors, politics is another influential institutional factor. Political institutions in the sense of how the media

are used by political forces in society. The media here can be a tool of the dominant forces in society to denigrate and marginalize other groups.

In the discourse related to the Khashoggi's case, many parties involved have political power. Not only one party was involved in the Khashoggi case, but many parties were involved in the case. Khashoggi is an Arab journalist who later moved his citizenship to become a citizen of the United States. And works as a journalist for the Washington Post newspaper. Before becoming an American citizen, Khashoggi was a journalist from the Saudi Kingdom. Because Khashoggi is considered too contrasting in his preaching, which is always hurling criticism at the Saudi Crown Prince. This caused Khashoggi to be deported from his own country and moved to America. Parties related to Khashoggi's death include Saudi Arabia, the United States, and Turkey as the country where Khashoggi was pronounced dead 22 October 2018.

Social factors are very influential on the discourse that appears in the news. Fairclough even emphasized that the discourse that emerged in the media was determined by the changes in the society. Various reports related to the Khashoggi case both from the side of Al Jazeera and CNN, provide the reader understanding that the crime of the murder of Journalist Jamal Khashoggi is an unforgivable crime and is a deep sorrow for the television media. Thus, readers' opinions are led to provide an image of news from both media, both Aljazeera and CNN.

Tendency and Ideology in Al Jazeera International and CNN

The structure of the news discourse contained on the Al Jazeera and CNN International websites can indirectly express the tendency and ideology of the media in concrete form. The structure of discourse contains mental biases that are ideologically controlled. It appears that both of these media tend to show an unfavorable attitude towards the attitude of Saudi Arabia, which seems unwilling to cooperate with a deeper investigation into the Case of Khashoggi. It's just Aljazeera in presenting news related to Khashoggi's Death in a neutral manner. Meanwhile, CNN itself tends to present the news negatively. This can be seen from the structure of the news discourse displayed by the two media. One structure of news discourse that can show the tendency and ideology of the media is the structure of the language through the use of vocabulary representation both in the form of clause, combinations of clauses, and series between sentences.

The writer used four news (two Aljazeera news, and two CNN news). Some words that can indicate tendencies and ideology from Aljazeera media can be seen below:

Diction	Translation	Generated Meaning & interpretation
تبخرت	Yawn/ evaporate	The word evaporates here, interpreted as an expression containing metaphors. That is an expression intended for innuendo. The case of Khashoggi will just disappear.
مصير	Destiny	A word that means asking about certainty (fate)
اغتيال	Murder	Interpreted as an act that causes someone to die. In this case it describes a description of the set of events that are happening. Namely the murder of Jamal Khashoggi.
جريمة	Crime	Provide understanding to the public, that a fatal action has taken place. Namely to take someone's life.
فضحت	Reveal	Negating negative that is as if there is something that needs to be found out the truth. And this word in the news text is intended for the west. (US).

The diction that can indicate the tendencies and ideology of the CNN can be seen in the following table:

Diction	Generated Meaning
Tremendous	This word seems to describe that something has really happened.
Murder	Negatively connotes, giving the impression that the killings were committed intentionally or planned.
Ordered	It gives the impression that there is a party responsible for the Khashoggi case.
De facto rule	The term used for an influential person in a country.

Based on the table, it can be seen how the tendencies and ideology of the two media. Al Jazeera and CNN's tendencies are strongly influenced by certain interests, power and ideology. In the latest media development, media content is not only influenced by economic and power interests. Between these two main interests, there are more basic and even neglected interests, namely the public interest¹². How the news produced can attract the attention of readers. Therefore, something interesting is needed for that. Al Jazeera, in this case, still more or less represents the Middle Eastern public sensibility as its main consumer. As is the same case with Western media which have never been able to successfully release their "collective consciousness" as Westerners. This is the evident in the news patterns presented by Al Jazeera and CNN International. In the news, discourse released in Al Jazeera media there is also an anti-American nuance that is subtly pasted in the use of its diction. In the news discourses, there is the use of the word فضحت / fadhohat ' Revealing the intention to illustrate the negative connotation i.e. as if there is something that needs to be found out the truth. This word in the news text is intended for the West.

Other diction that can also indicate the tendency of Al Jazeera is the word اغتيال / ightiyal 'murder'. The vocabulary used illustrates that an event has occurred "murder". However, related to the chronology and who is responsible has not been explained in detail. In contrast, CNN used the diction that showed the ideology and tendencies of the media, that is, the use of the word 'tremendous' which means 'very much'. This word seems to illustrate that the murder has really happened. In the case of Khashoggi involving two blocks that are displayed as opposing parties: the west block and east block. The use of CNN is here as a representative of the western block (United States) and Aljazeera as a representative of the eastern block (Saudi Arabia). Another vocabulary used by CNN is the word 'Murder' which means killing. This word is interpreted with a negative connotation, which raises the impression that the killings were carried out intentionally or planned. The de facto rule vocabulary here is a term used for someone who is influential in a country. In the news text the de facto ruler in question is the son of the SCP (<http://edition.cnn.com>).

In the discourse analysis of the Khashoggi murder case, we can find out the tendencies and ideology of Aljazeera and CNN International media. Al Jazeera and CNN media also have similarities in presenting news about the Khashoggi murder case, which are both

¹² Mahpuddin, "Ideologi Media Massa Dan Pengembangan Civil Society," *Jurnal Academica Untad 1*, no. 2 (2009): 191.

presenting news based on aspects of humanity, morality, and conflict. Both of these media focused their coverage on victims and presented victims as innocent parties.

CONCLUSION

Based on the explanation above, it can be concluded that the tendency shown by the two media is a tendency towards being unfavorable and demanding justice for Khashoggi. However, Al Jazeera's media tends to present the news in a neutral manner while online media CNN International shows coverage negatively. Compared to Al Jazeera Arabic media, CNN media are more likely to use sharp language to present news on Khashoggi's case. Al Jazeera and CNN media tendencies manifested in the news discourse structure which show the media interest influenced by its ideology. Al Jazeera's media still more or less represents the interests and sensibilities of the Middle Eastern public, while CNN as part of the Western media does not seem to be able to release its collective consciousness as "Westerners". CNN, with its Western ideology, influenced by economic and political forces, makes CNN media often used as a tool to support US policy. Therefore, the CNN media tends to present news that is pro-American and cornerize the eastern block (Saudi Arabia) regarding the Khashoggi case.

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