

CRITICAL DISCOURSE ANALYSIS ON NATIONAL COUNTER TERRORISM POLICING HQ'S RADIO ADVERTISEMENT "MULTIPLE BOMBINGS"

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ABSTRACT

The main interest of this study lies in the analysis of Radio advertising that has many language varieties. Advertising is one of the public communication that we encounter everywhere in our daily lives, but people do not perceive it consciously very often. This study, proposed a solution of using Critical Discourse Analysis (CDA) that allows a critical understanding of discourse theory to analyze social context as well as the power of the language of an utterance. The use of CDA as a research methodology has been produced so wide across various disciplines of social science. The aim of this study are to explore the power of the language and strategy used in constructing the language on 'multiple bombing' advertisement by National Counter Policing HQ in radio broadcast at campaignlive.co.uk through CDA. This study applied Huckin's frameworks. It enables an understanding of how the power of language is realized in accounts about radio advertisement. The findings indicated that the advertiser used various strategies of language to manipulate the listeners. This study contributes on how the power of language control people's minds and manipulate listeners to take an action that is advertised.

Keywords: critical discourse analysis; Huckin frameworks; power; radio advertisement.

INTRODUCTION

In communicating using language, people tend to use various methods in presenting a message, question, information or to convince people of their own perspectives. Nowadays, delivering message can be delivered not only by speaking directly but also through tools. The message can be delivered through tools in printed form such as newspaper, magazines, books, and other types of printed form, or through visual media such as television, radio, mobile phones, and the other types of visual media.

Recently, advertisement has become a part of people's life that can be seen everywhere and anywhere. According to Richard Taflinger (1996) (as cited at Karina Putri Maiska journal, 2013) advertisement is a part of communication that

has a certain purpose, which is to persuade the audience to buy something. Not only it persuades potential customers to go buy things, but it also shows the image of perfect life and presents some kind of power as it is associated with showing values. Advertisement can also bring awareness to environmental issues or social problems, where it can criticize for supporting consuming way of life, unreal beauty and lust for money. To avoid being manipulated by advertisement people should be aware of the basic strategies used in advertising.

Based on the assumption above, the researcher chooses the language which is used in the advertisement on radio to be analyzed. However, it is clear that there is a crucial distinction in the way in which radio advertisement and other forms of advertising attempt to achieve persuasion. Unlike in other types of advertising discourse, in radio advertisement, language is reinforced by the use of music constitutes the as the only tool, the speaker can resort to in order to achieve the intended persuasive aim. Radio advertisement let the listener see your idea and make the images extraordinary. The power of language can only be attained by means of linguistic communicative means.

Considering that critical discourse analysis examines how language, power and ideology affect people's mind (Sukma & Utomo, 2016; Taping, Juniardi, & Utomo, 2017), it made the researcher interested to analyze the language that is used in the radio advertisement, especially the implied meaning behind the utterances. In the conversation on radio advertisement, the utterances with implied meaning and the power of language can be identified using Huckin's (2002) theory about CDA. The radio advertisement that was analyzed in this study is National Counter Terrorism Policing HQ's radio advertisement entitled "Multiple Bombings". The researcher chooses this radio advertisement is because the advertisement is the aerial award radio ad winner (Campaignlive.co.uk, 2017). The sounds in the ad become a part of this ad that made it a standout commercial.

LITERATURE REVIEW

According to Richardson (2007: 1) Critical Discourse Analysis (CDA) is a theory and method to analyze the way that individuals and institutions use

language. Critical Discourse Analysis is particularly concerned with the analysis of any discourse whether it is written or spoken from the perspective of discursive practice in a society.

As cited from Huckin's (2002:3-6) article entitled '*Critical Discourse Analysis and the Discourse of Condescension in Discourse Studies in Composition*', CDA is useful to both composition research and composition teaching. For researchers, CDA offers a powerful weapon of analytic tools that can be deployed in the close reading of editorials, advertisements, and other public texts. As for teachers and students, CDA can be used in early stage of undergraduate writing courses whenever students are required to analyze a text critically and then write about it by focusing their attention on specific kinds of textual, discursive and contextual features.

Blommaert (2005) and Jorgensen (2002), they are of the view that linguistics and social variables in CDA research are closely knitted to each other because whenever we approach any text or discourse, we approach it from linguistic perspective and emphasize how choice of language in a particular discourse that concern the socio-political context tries to analyze the discursive practices. Carroll (2004) said that critical discourse provides several dimensions for the analysis of a text or speech as it functions as a theoretical framework and method to analyze the data. It focuses on the use of linguistic features in discourse and how power and hegemony influence the social relations. According to Huckin's (2002) theory, analyzing using CDA is divided into three parts; word/phrase and sentence level, text level, and contextual interpretation level.

This study was relevant with this current project, where the researcher want to analyze radio advertisement by applying Huckin's CDA as a framework in order to examine the power and language strategy used. CDA is an interdisciplinary field which brings social sciences and linguistics at the same platform. The parameter of analysis is only language and reveals how discourse manifests discursive practices in a social set up. The topic of this article clearly represents the issues which CDA deals on the primary basis. The topic carries variables like social, cultural, and ideology which are the core issues discussed by

CDA. This theoretical framework provides a complete base and standing for the analysis of above-mentioned variables in the radio ad “Multiple Bombing”.

Based on its purpose, advertising is meant to impose and persuade or manipulate the receiver to take an action. Therefore, the aims of the research are to analyze a radio advertisement of National Counter Policing HQ entitled “Multiple Bombing” by using CDA proposed by Huckin (2002). The study focused on the use of power and language strategy used in the radio ad.

RESEARCH METHODOLOGY

In this study, the researcher used descriptive qualitative approach to describe systematically the fact and characteristic of the data. According to Cresswell (2014), qualitative research is a research method which permits to investigate deeper overall knowledge about the attributed meaning of phenomena. It is generally used for understanding views and perception to discover new thoughts and individual views. National Counter Policing HQ’s radio advertisement “Multiple Bombing” was analyzed by applying Critical Discourse Analysis proposed by Huckin (2002). This study focused to analyze the use of power and language strategy in radio advertisement “Multiple Bombing” through CDA. In order to reach the aims of the study, the data used in this study were in a transcription of the radio advertisement. Therefore, the qualitative approach is the most appropriate research method to use in this study. The researcher analyzed the power and the language strategy used within the utterances conveyed by the speakers in the National Counter Policing HQ’s radio ad.

The data in this study was in a transcription form which is transcribed from the recorded sound of the radio advertisement. The recorded radio and the transcription was taken from a website on the internet named Campaign Live, (<https://www.campaignlive.co.uk/article/aerial-awards-radio-ad-winner-national-counter-terrorism-policing-hq-multiple-bombings/1431381>) which published on December 2017. There were 10 radio ads in the campaign as the nominators, but only one of the radio advertisements was chosen as a sample, that is the National Counter Policing HQ’s radio ad, broadcasted in 2017. The researcher chose this

radio advertisement because this ad was the winner of the aerial award 2017 entitled “Multiple Bombing”. Huckin’s (2002) model was applied to analyze the radio ad which contains conversation and a message to be delivered to the hearer, that is why the advertiser used several ways to reach the advertiser’s goals, one of them was by using linguistic feature.

In the way of collecting the data, the first step was searching for the recorded radio. Then, the collected data of the radio advertisement is transcribed into a text. The transcribed text was examined by the CDA proposed by Huckin’s (2002) theory. As this study is purely qualitative in its nature, there is no interaction with human subjects. There are no interviews in this study which could lead toward ethical issues. According to Huckin’s (2002: 6-12) the three level of analyzing the data are: word and sentence level, text level and contextual interpretation level.

FINDINGS AND INTERPRETATION

The researcher has collected data recording from the radio advertisement of National Counter Policing HQ “multiple bombing”. The data were transcribed, and then the advertisement consists of 10 utterances containing 160 words have been analyzed and interpreted by Huckin’s model of critical discourse analysis. The ad informed about terrorist and how to report if they found anything suspicious. Hence, the advertisement takes place in a police station. There are five speakers in this advertisement; narrator, Sloan as the former senior of Special Branch officer, the female voice as the one who called the police to report, and two man voices. The further explanation of data finding of radio advertisement can clearly be seen as follows:

Analyzing the Text at the Whole Text Level

Genre

Genre of Multiple Bombing’s radio advertisement is news item text. In analyzing process, it mentions and describes social function, schematic structure and linguistic features.

Coherence

The ad presents the accessibility that relevance to the information from eyewitness. This can be proved from the relation of giving available number that people can contact and inform police when they saw anything suspicious.

Framing

The advertisers' perspective on the radio advertisement was the advertiser wanted to convince and persuade the listener to take an action to call and inform police if they saw or found anything suspicious, the advertiser also wanted to help police to find and catch the terrorist through this ad that broadcasted in the radio.

Auxiliary Embellishments

One powerful way of framing a text was through the use audio or visual aids. It could be sound, music, photograph, sketch and other audio-visual embellishments. One of the audio aids that was from the data, in this case 'Multiple Bombing' radio advertisement transcription text from the recorded radio was taken from a website on the internet named Campaign Live, it was in form of audio aid. It consisted of some sounds such as: tense and urgent music, sounds of gunfire, shouted orders in Urdu, sound of phone ringing, sound of approaching steam train, followed by breaking glass, and sound of a police raid.

Foregrounding or Backgrounding

The main idea contained on the whole 'Multiple Bombing' radio advertisement exposes three things. Those three things are a brief description about terrorists, an explanation of the counter-terrorism police efforts to track down and stop the terrorism, and an invitation to the listener to work together by taking an action to report or inform police if they saw anything suspicious.

The first is a brief description of the advertisement which is located at the beginning as a shown in the following conversation:

Narrator : "In 2004, counter-terrorism police were tracking a terrorist cell... former senior Special Branch officer Nick Sloan..."

The second is an explanation of the counter-terrorism police efforts to track down and stop the terrorism by using an idiom ‘*big break*’, this context would distinguish the speaker intention, the word ‘big-break’ itself is implicate that counter-terrorism police have an opportunity to capture the terrorist. This explanation is located in the following utterance:

*Narrator: "Luckily **counter-terrorism police were about to get a big break.**"*

The last is an invitation to the listener cooperation by taking an action to report or inform police if they saw anything suspicious which is located at the end of the radio advertisement as shown in the following utterance:

*Narrator: "If you see anything suspicious, **act on it. Call police** on [...]"*

Presupposition

Presupposition is an inevitable part of the message that was being conveyed in the advertisement. Presupposition was something that the speaker assumes to be the case prior to making an utterance. There are three types of presupposition that was found in radio advertisement, there are:

The existential presupposition that assumes to be present, the utterance used of past tense and perfect tense indicated the existence of the terrorist. The one of the sample from the data that was found as follow:

*Sloan : "They **were** ‘players’, they **had been** abroad, they **had been** to training camp"*

The factive presupposition that was found is mostly identified by the word “know”, it informed the listener about a fact and indicate that the terrorist can make a bomb and able to throw their own life for their justice which located in the utterance as follows:

*Male voice one: "I **knew** that they wanted to get explosive training [...]"*

*Sloan : "We **knew** they were ready and willing, we just didn’t **know** if they were able"*

The counterfactual presupposition found in the utterance “*If you see anything suspicious, act on it. Call police on [...]*”, the utterance gave the assumption of what the listener is supposed to do when see anything suspicious.

The entailment was also found in the ad, Entailment is an asserted utterance. In the advertisement when there is sound of approaching steam train, followed by breaking glass. Then an utterance was asserted after the sound, the utterance that followed is “*We suddenly knew where the bomb was*”. In here, the asserted utterance is a statement that was given after they hear a bomb exploded.

Discursive Differences

After listening to the whole ‘Multiple Bombing’ on radio advertisement, according to the researcher there were not any utterances that show discursive difference between the advertiser and the people.

Analyzing the Text in Sentence-Level and Word-Level

Topicalization

Topicalization is focus more closely at the individual sentence which has a sentence topic. Sentence topic is what the sentence said by the speaker talks about. Topics of the radio advertisement consist of ten utterances where each utterance has one main sentence. Topic of the first utterance would be the example of all the topics. Topic of the first utterance is adjunct a terrorist cell where the narrator informed that counter-terrorism police were tracking a terrorist cell to get information about the terrorists.

*Narrator : "In 2004, counter-terrorism police were tracking **a terrorist cell**... former senior Special Branch officer Nick Sloan..."*

Agency

Agency is referring to a person whose role is to do a certain thing or an action. In this agency level, the listeners would be able to know who had the key role in the text. According to the data, agency was shown through the bold and italic font in the utterance below as example of all of agencies:

*Narrator : "If **you** see anything suspicious, **act on it**. Call police on [...]"*

The word 'you' are referring to the listener, the advertiser used imperative word 'act on it' to made the listener to take an action if they see anything suspicious.

Insinuation

Insinuation is another sentence level device used for manipulative purposes.

Sloan : "They were 'players' – they had been abroad, they had been to training camps."

Male voice one: "I knew that they wanted to get explosive training to do something in the UK."

In these utterances would insinuate the listeners that the terrorist was exist and had been abroad to get explosive training. That is why terrorism action like bombing has occurred in 2004. Besides that, the advertiser's suggestive utterance which also wanted to unite with people as shown in the following utterance:

Narrator : "If you see anything suspicious, act on it. Call police on 080 [...]"

Connotation

Connotation is the meaning of a word or group of word that go beyond a word dictionary definition. A word is called has connotative meaning if it has a sense of value, both positive and negative.

*Male voice two: "[...] bomb inside a built-up area like London, the explosive force would be **like having a steam train pass through an office.**"*

It is considered as metaphor for it is basically comparison between things. Thus phrase 'like having a steam train pass through an office' means that the terrorist want to destroy the building and the environment around it by using bomb.

Register

There are three main dimensions of variation which characterize any register; what is going on (the 'field'), who are taking part (the 'tenor') and how the language is functioning in the interaction (the 'mode'). The field mainly determines the experimental meanings that are expressed, the tenor determines the interpersonal meanings and the mode determines the textual meanings. All the

more specific function was described and explained from the situation feature of the context to the text functional components of semantic system as the following:

Table 1: Relation of the text to the context of situation

Situation: Feature of the context	Realized by	Text: Functional component of semantic system
<p>Field of discourse The radio advertisement is concerned on the bombing incident by the terrorist, the information from the counter-terrorism police, the eyewitness and the invitation to cooperate and take action to prevent terror in the future.</p> <p>Short-term goal People become aware of the incident which actually has happened, so they know the action that should be done.</p>	<p>The analysis and knowledge of context of culture, it can be written in a description</p>	<p>Experimental meanings:</p> <p>Process types Material Process – <i>were, get, storing</i> Mental Process – <i>knew</i> Existential Process – <i>were, got</i></p> <p>Participants The advertiser as the narrator, the counter-terrorism police, female voice, man voice 1, man voice 2, the terrorist, listeners.</p> <p>Time and Modality Mostly use past tense, although perfect and simple present is also used.</p>
<p>Tenor of discourse:</p> <p>Agentive or societal roles Between the advertiser and all the listeners</p> <p>Social distance Maximal</p>		<p>Interpersonal meanings:</p> <p>Mood selection Indicative and Imperative</p> <p>Person Selections I, you, they, we</p>
<p>Mode of discourse:</p> <p>Role of the language Formal Language</p> <p>Type of interaction Conversation</p> <p>Medium and channel Originally is spoken but since it is transcribe and turns into written text.</p> <p>Rhetorical thrust Descriptive</p>		<p>Textual meanings:</p> <p>Theme The bombing, terrorist</p> <p>Cohesion It talks about the bombing which is committed by the terrorist, and discussed about the action they should do to prevent that terrorism act.</p>

Analyzing the Text in Contextual Interpretation

The analysis in this stage is used to know how language, power and ideology that are contained in the radio advertisement. In this research, one form of communication is in radio advertisement. Thus, communication used in the ad was the application of what is called language; meanwhile power is a word or group of words that can affect a person's minds and actions toward something. In other words, power can make a particular point of view and make people to perform a particular action.

As it has been known that language is shown by the advertiser in his radio advertisement about 'multiple bombing' to all of the people who listen it. The use of language in the ad can describe or reflect power which in this case it could be strong or weak power. The strength of power can be seen from how the language is used. The language power in the radio ad was shown in the form of imperative that make the listener to do a certain an action. Then, it is discussed on the relationship between language and ideology. In the radio advertisement, the language creates a certain implication of people's mind. In other words the advertiser has particular purpose or implicitly purpose through radio advertisement. In this case, the advertiser's ideology that apparent in the radio ads is about a cooperation form the listener in order to stop or prevent terrorism. Therefore, in the context of power and ideology also cannot be separated, it can be seen that words contain a strong power so ideology will be also be apparent. In other words, if an ideology on the ad is achieved it means that what is said has the power.

CONCLUSION AND SUGGESTION

Considering all the findings from the analysis, it can be concluded that the radio advertisement of "Multiple Bombings" from National Counter Terrorism Police HQ tends to use the material process. Whereas the linguistic feature is seen through the use of past tense, it means that the advertisement is broadcasted after the bombing event occurred. The advertisement makes the listener aware of the

incident which actually has happened, so they know the action that should be done. The use of Power is expressed through words which contain power and able to make people do an action based on the advertisement, it is easily understood that the language of the radio advertisements are influential enough to make people take an actions according to the imperative message conveyed by the ad. The creative advertiser imply different linguistic tools in the ads to make a greater impression over the listener that they do not even think twice and do the action according to the intention of the advertisements. It has a psychological effect on the listener. The goal of the advertisement can be called as an ideology of the advertiser which wanted to be achieved. In this radio advertisement, the main goal is to seek for cooperation in seeking information order to stop terrorism

There are certain other factors like social cognition in the advertisement which can be pointed out in further research. There are other approaches in CDA which can be applied on this radio advertisement by keeping in view same patterns. The models proposed by Fairclough or VanDjik and Wodak can also applied to carry out qualitative nature of research.

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