

ABSTRACT

The subject of a debate between Anwar Ibrahim and Najib Razak received extensive coverage in local newspapers in 2012. There is a stand-off in the representation of the debate between the mainstream newspapers and independent newspapers. This study aims to unveil the ideological construction of the debate between two opposing Malaysian leaders, Anwar Ibrahim and Najib Razak in local newspapers by analyzing how the mainstream newspaper and independent newspapers positively construct and legitimate the position of Self while negatively construct and de-legitimate the position of Other. This study focuses on twenty articles from mainstream newspapers and independent newspapers which are published from January 2012 to November 2012.

The analysis of the articles follows the multi-disciplinary approach of Critical Discourse Analysis (CDA) with an adaptation of Wodak's Discourse-Historical Approach (DHA). The discursive strategies employed to highlight the trends of Self and Other representation in the articles are analyzed through DHA's analytical categories- Referential and Predicative strategies and Argumentation strategies. In addition, Quotation Patterns is included to validate the source of quotations found in the articles. The analysis reveals that the mainstream newspapers are found de-legitimizing the need for the debate through negative representation of Other (Anwar Ibrahim). The de-legitimation of the debate is strengthened through the use of topos of disadvantage/uselessness, topos of danger and threat and topos of culture. In contrast, the analysis on independent newspapers reveals that the need for the debate between Anwar Ibrahim and Najib Razak is legitimized also through negative representation of Other (Najib Razak). The legitimisation of the debate is reinforced through the use of topos of advantage/usefulness, topos of danger and threat and topos of culture. This study

concludes that both the mainstream and independent newspapers rely heavily on the negative representation of Other in de-legitimising and legitimising the debate. The element of danger and threat, and culture can be constructed to either legitimate or de-legitimate the debate. Hence, despite reporting on the same topic, the Anwar-Najib debate, this study proves that language can be used to construct different ideologies to serve personal or political interest.

Keywords: ideological construction, debate, mainstream newspapers, independent newspapers, discursive strategies

ABSTRAK

Topik debat antara Anwar Ibrahim dan Najib Razak menerima liputan meluas di dalam akhbar tempatan sepanjang 2012. Terdapat percanggahan dalam representasi debat di antara akhbar arus perdana dan akhbar bebas. Kajian ini dilakukan untuk mendedahkan konstruksi ideologi terhadap debat di dalam akhbar tempatan antara dua pemimpin Malaysia, Anwar Ibrahim dan Najib Razak dengan menganalisis cara akhbar arus perdana dan akhbar bebas membina secara positif dan mengesahkan kedudukan 'Self' sementara membina secara negative dan menidakkan kedudukan 'Other'. Kajian ini tertumpu kepada dua puluh artikel daripada akhbar arus perdana dan akhbar bebas yang diterbitkan dari bulan Januari 2012 hingga November 2012.

Analisis artikel tersebut dijalankan berpandukan pendekatan pelbagai disiplin 'Critical Discourse Analysis' (CDA) dengan menggunakan kaedah yang diperkenalkan oleh Wodak iaitu 'Discourse-Historical Approach' (DHA). Strategi kewacanaan yang digunakan bagi menunjukkan representasi 'Self' dan 'Other' di dalam artikel- artikel yang dianalisis melalui kategori analitik DHA- 'Referential and Predicative strategies' dan 'Argumentative strategies'. Selain itu, Corak Petikan disertakan bagi mengesahkan sumber petikan di dalam artikel- artikel tersebut. Analisis mendedahkan bahawa akhbar arus perdana menidakkan keperluan untuk berdebat melalui representasi negatif 'Other'(Anwar Ibrahim). Penidakkan debat ini diperkuat menerusi penggunaan topos kelemahan/ ketidakbergunaan, topos bahaya dan ancaman dan topos budaya. Sebaliknya, analisis menunjukkan akhbar bebas telah mengesahkan keperluan debat antara Anwar dan Najib; juga melalui representati negatif 'Other' (Najib Razak). Pengesahan ini diperkuat menerusi penggunaan topos kelebihan/ kebergunaan, topos bahaya dan ancaman serta topos budaya. Kajian ini menyimpulkan bahawa akhbar arus

perdana dan akhbar bebas begitu bergantung kepada representasi negatif 'Other' dalam penidakkan dan pengesahan debat. Elemen bahaya dan ancaman, serta budaya boleh digunakan bagi mengesahkan atau menidakkan debat tersebut. Oleh itu, meskipun melaporkan topik yang sama iaitu debat Anwar-Najib, kajian ini membuktikan bahawa bahasa boleh digunakan untuk membina ideologi berbeza bagi memenuhi kepentingan peribadi mahupun politik.

Kata kunci: konstruksi ideologi, debat, akhbar arus perdana, akhbar bebas, strategi kewacanaan

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