

A CRITICAL DISCOURSE ANALYSIS OF CONVERSATION CONTROL STRATEGIES USED AT METRO TV IN KICK ANDY SHOW

Wiraswastika Haris*
N.K. Mirahayuni**

ABSTRACT. Makalah ini membahas strategi yang digunakan oleh Andy F Noya dalam mengendalikan pembicaraan dalam acara Kick Andy di stasiun TV Metro. Fokus makalah ini adalah strategi mengontrol percakapan dan hubungan kebahasaan, kekuasaan dan ideologi dalam membentuk perspektif teks. Ancangan penelitian yang digunakan adalah deskriptif kualitatif dengan sumber data transkrip sire kama nempate piso de Kick Andy dengan topik yang berbeda, yang secara total melibatkan 32 tamu. Hasil penelitian menunjukkan bahwa strategi utama adalah *interrogative strategy*, sedangkan strategi minor termasuk *clarification interrupt*, *encouragement interrupt*, *implicature strategy*, *question interrupt*, *informative strategy*, *partial sentence strategy*, *continuation interrupt*, *declarative strategy*, *politeness strategy*, *agreement interrupt*, *evaluative strategy*, *disagreement interrupt* dan *exclamatory strategy*. Studi ini juga menemukan bahwa ideologi yang disajikan dalam acara itu, termasuk: kerja keras menuju sukses, tidak adanya nilai absolut dalam politik, layanan bagi negara, ketidak setaraan gender dalam kemiskinan peransosial. Ideologi ini terkait erat dengan bahasa dan kekuasaan.

Kata kunci: critical discourse, language and power, strategies of conversation maintenance

INTRODUCTION

Critical Discourse Analysis (CDA), which in the 1970s was also known in the European and Hallidayan linguistic tradition as Critical Linguistics, primarily focuses on the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context (Van Dijk, 1985). Critical Discourse Analysis gives insights to the connections between the use of language and the exercise of power (Thompson, 2002). The the proponents of CDA include Norman Fairclough, through his first book *Language and Power* (1989) and Ruth Wodak. Fairclough developed a three-dimensional framework for studying discourse, where the aim is to map three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discursive events as instances of sociocultural practice (<http://en.wikipedia.org>)

This study aims to adopt CDA concepts on the relation of language, ideology and power in talk show programs. The goal of talk show usually broadcasts on workdays throughout the year on day time television. The goal of talk shows is to give useful information on topics dealing with interpersonal and psychosocial matters, mainly to women, as well as to entertain, and of course, from the commercial point of view, to promote products that are advertized during the show. His or her personality plays an important role in the ratings of the popularity of the shows as talk show is as "host-centered" (Munson, 1993, Penz 2006:5; Timberg, 1994, quoted by Penz, 1996). In the show, the host leads the conversation, which means that s/he is the one who has the power to maintain the show and decide when the guests must talk, answer and when they

*WiraswastikaHaris, S. S., alumni Prodi BahasadanSastraInggris, FakultasSastraUntagSby

** N. K. Mirahayuni, Ph. D., dosen Prodi BahasadanSastraInggris, FakultasSastraUntagSby

must stop and ended the conversation. For the data source, the present study took Kick Andy show, broadcast every Friday at 09.30 P.M. on Metro TV and is hosted by Andy F. Noya, a famous, senior Indonesian journalist and reporter. The host himself has been known to be critical and objective, brave in enquiring things, and able to see things from different viewpoints. Previous studies on Kick Andy show (Sekar Indah Pramadhani, 2009; Winnie Belinda, 2009; Irfa'urRasyidah, 2010) have focused on politeness strategy, adjacency pairs and conversational implicature respectively. The study attempts look at how language is used by Andy to control the conversation during the show, so the guests or participants will not speak something out of the pathways and only answer or speak the facts in the script prepared. It will be interesting to analyze from his utterances strategies to control conversations or dig more information from his guests. The research problem is: what are the strategies used by Andy F. Noya to control the conversation in Kick Andy Show?

LITERATURE REVIEW

Critical Discourse Analysis (CDA)

Critical Discourse Analysis (CDA) is an analytical framework for studying connections between language, power and ideology (Fairclough, 1995: 23). Given the power of the written and spoken discourse, CDA can be used for describing, interpreting, analyzing and critiquing social life reflected in the text (Luke, 1997). CDA strives to explore how these non-transparent relationships are a factor in securing power and hegemony, and it draws attention to power imbalances, social inequities, nondemocratic practices and other injustices in hopes of spurring people to corrective actions (Fairclough, 1992, quoted in Bayram, 2010). Discourses are used in everyday contexts for building power and knowledge, for the development and power relation, and for hegemony (van Dijk (1998). The CDA aims is to systematically explore after opaque relationships between discursive practices, texts, and events and wider social and cultural studies, relations, and process. It strives to explore how these nontransparent relationships are factors in securing power and hegemony and it draws attention to power imbalances, social inequities, non-democratic practices, and other injustices in hopes of spurring people to corrective actions. (Fairclough, 1993).

Power and Ideology

Power is a complex and an abstract idea and has a significant influence in one or society lives. It is the ability or opportunity to do or to act (Oxford Advanced Learning Dictionary, 904). According to Van Dijk (2004: 25) power is not only a way to control the acts of other people, but also their minds, and such mind control, which is again at the basis of action control, is largely discursive. In other words, discourse plays a fundamental role in the cycle of the reproduction of social power. While media power, such as television, is generally symbolic and persuasive in the sense that the media primarily have the potential to control to some extent the minds of readers or viewers, but not directly their action (Van Dijk, 1993). Power is the ability of people and institutions to control the behavior and material lives of others (Fowler, 1985, cited in Penz, 1996: 13). Power relations are always relation of struggle “between grouping of various sorts; women and men, black and white, young and old, dominating and dominated grouping in social” (Fairclough, 1989: 34). Further, language is both a site and a stake in class struggle. Those who exercise power through language must constantly be involved in

struggle with others to defend (or lose) their position (Fairclough, 1989: 35). Then, power relations are produced, exercised and reproduced through discourse. The contribution of language to exercise power has been significant, due to the fact the role of language used by individual, professionals, institutions, politicians, etc. The power advantage enjoyed by the professional classes (doctors, lawyers, teachers, etc.) is linguistically managed both by directive devices (naming, commands, etc.) and by constitutive structures. Here the linguistic construction of ideology work toward having the realities of the two classes (working and professional classes) accepted as natural, unchangeable (Fowler, 1985: 67 quoted by Penz, 1996:13). According to Lips (1997:77) there are some important notes about power and language:

Power structures are not static once they have been established. They have to be maintained by the people involved: those in the top power positions behave in dominant ways: those on the bottom defer to them, which keeps the hierarchy in place. The environment contributes to reinforcing the power difference. The way people allocate and use space, their facial expressions, gestures, touch, and body positions, the way they regulate their language and conversation, all are indicators of power relationships and props that maintain the relationships. Language has a key role in the exchange of values in social life and transforming power into right and obedience into duty. It may both create power and become an area where power can be applied. Social values and beliefs are the product of the institutions and organizations around us, and are created and shared through language (Bayram, 2010: 27).

Power in Discourse

Discourse is created and perpetuated by those who have the power and means of communication. Fairclough also states that discourse always involves power and ideologies, is connected to the past and the current context and can be interpreted differently by people because they have different background, knowledge, and power positions, therefore the right interpretation does not exist whereas a more or less plausible or adequate interpretation is likely (Fairclough, 2002). Discourse and language can be used to make unbalanced power relations and portrayals of social groups appear to be commonsense, normal, and natural when in fact the reality is prejudice, injustice, and inequities (McGregor, 2003). Power “in” or “behind” discourse is never definitely held by one person or social grouping, because power can be won and exercised only in and through social struggles in which it may also be lost (Fairclough, 1989, 43).

Ideology

Ideology is a set of ideas or beliefs that form the basis of an economic or political theory or that are held by particular group or person (Oxford Advanced Learning Dictionary, 1995: 589). Classical theory on ideology states that ideology is formed by particular group to produce and legitimate their domination. According to Fairclough (quoted by Jorgensen and Phillips, 2007: 139), ideology is meaning which serves power. One can say that ideology is the idea which is expressed through communication. These ideology controls the circulation of messages in society.”

The most well-known notions of ideology were noted by Althusser. For Althusser, ideology is one of the three instances or levels of a social formation. As such,

it is relatively autonomous from other levels though it is determined by it ‘in the last instance’ (Octavianty, 2008). Ideology simply refers to attitude, set of beliefs, values, and doctrines with reference to religious, political, social, and economic life, which shape the individual’s and group’s perception and through which reality is constructed and interpreted (Taiwo, 2007). CDA, therefore analyses discourse to find hidden meaning (McGregor, 2003) and define the term ideology within the context of its relevance to language use.

Topic Control Strategy

Despite the lack of definite theories on talk show strategies, here are some common strategies and sentences in conversation and turn-taking:*Interrupt*. Interrupting the other person is one of the key skills of conversation, in particularly where you want to change the other person's mind. There are a number of interruption techniques: agreement, clarification, continuation, interrupt, disagreement, disinterest interrupt, distruction, encouragement, external interrupt, identity interrupt, loudmouth interrupt, motormouth interrupt, question interrupt, power interrupt, permission interrupt, touch interrupt, ‘yes and’ interrupt, ‘yes but’ interrupt, (<http://changingminds.org>). *Implicature strategy*. Implicature refers to what is suggested in an utterance, even though neither expressed nor strictly implied (that is, entailed) by the utterance (Grice,1975). *Politeness*. Politeness is the expression of the speakers’ intention to mitigate face threats carried by certain face threatening acts toward another (Brown and Levinson, 1978). Politeness strategies are used to formulate messages in order to save the hearer’s face when face-threatening acts are inevitable or desired (<http://en.wikipedia.org>).*Others strategies*. These include exclamative or exclamatory sentence, imperative sentence, informative sentence, declarative, interrogative, directive, partial sentence, persuasive and evaluative sentences.

METHOD

The study used qualitative approach since it intended to analyze more on words than numbers and the findings of this research were reported in the form of statement as Bogdan and Biklen (1982: 28) say that the written word is very important in qualitative research to record data and disseminate the findings. The source of the data are utterances spoken by Andy F. Noya and his guests in four episodes of Kick Andy Show on Metro TV program: SpesialUltah Metro TV ke-9, broadcasted on 23 December, 2009, Rahasia di BalikLayar, broadcasted on 1 January, 2010, Berjaya di Negeri Orang, broadcasted on 14 January, 2011, Para PerempuanTulangPunggungKeluarga, broadcasted on 15 April, 2011. The conversations involves guests with different backgrounds and professions, including those who have power in their institutions, societies, foundations, companies, as well as those who are powerless and marginalized in the society.

RESULT

The data analysis results on the kinds of strategy and frequency of use is presented as follows.

Table 1 Strategy types and frequency of use in Kick Andy Show

No	Kind of strategy	Frequency	Percentage
	Interrogative	123	30%

	Clarification Interrupt	66	16%
	Encouragement Interrupt	45	11%
	Question Interrupt	28	6.8%
	Implicature	26	6.3%
	Informative	23	5.6%
	Partial sentences	20	4.9%
	Continuation Interrupt	18	4.4%
	Declarative	17	4.1%
	Politeness	15	3.6%
	Evaluative	10	2.4%
	Agreement Interrupt	6	1%
	Disagreement Interrupt	5	1%
	Exclamatory	5	1%
	Directive	2	0%
	Imperative	1	0%
	'Yes, but' Interrupt	1	0%
	Power Interrupt	1	0%
	Total	412	100%

The study also reveals 11 strategies that are not found in the data include: the power interrupt, the disinterest interrupt, the distraction interrupt, the external interrupt, the identity interrupt, the loudmouth interrupt, the motor interrupt, the permission interrupt, the persuasive, the touch interrupt and the 'yes and' interrupt. The strategies found in the data are further analyzed to find out the function of each strategy.

The study shows that interrogative strategy is the most frequently used strategies in the data. This strategy is used for the following purposes: to get new information, to seek validation for the presently known information, to explore further information and to find out one's thought, ideas, point of view, suggestion and ideology. Clarification Interrupt is used to ask for clarification what his guests have said for testing the understanding of the topic or the question he has given in the previous dialogue. Encouragement Interrupt is used to say something short so that his guests would keep talking. Andy uses this strategy for some purposes, including: to show interest in what the guest is saying, to clarify the guest's statement by repeating a single word or short phrase, to ask a question, to indicate understanding. Continuation interrupt is helpful for the other person when he or she is flagging and running out of words or is struggling with how to put what is going to say into words.

Implicature strategy is used to refer to what is not literally expressed or strictly implied in the utterance. Question interrupt strategy is used for the purposes of: asking a question that the audience is assumed to ask, to rephrase the previous question that is missed or not yet answered, to simply ask another question. Informative strategy is used to send information that has mutual benefit for both the audience and the host, to provide or retrieve information of his guest to the audience. Partial sentence strategy is used to make guesses about the incoming situation, to get response of his question, or their own response, to direct the next step they should say, to clarify previously mentioned statements.

Continuation interrupt strategy is used to encourage completion of a sentence, to clarify the guest's statement, to redirect the guest back to the topic, to ask for further explanation. Declarative strategy is used to form a statement, to state an idea (either objectively or subjectively on the part of his guest utterances), to share purpose of thought transfer. Politeness strategy is used for the following purposes: to greet the guest, to express his intention to mitigate face threats carried by certain face threatening acts toward another, to express his gratitude and his thankfulness of the presence of his guests in his show. Agreement interrupt strategy is used when one verbally and wholeheartedly agrees with his guest statement, thought, idea, etc.

Evaluative strategy is used to determine or fix the value of a statement or act of his guests usually in the form of an evaluation question. Disagreement interrupt is used to show that the host disagrees with their statements. Exclamatory interrupt strategy is used to express strong emotion of his guest statements. Directive sentence strategy is used rarely whose main function is to define expected behavior, or gives direction to a proposed outcome to his guests. Imperative sentence strategy as another form of a command or order, to a request, direction, or instruction but the aim is to get the guest being addressed either to do or to not do something. 'Yes but' interrupt strategy is used to express disagreement or to say his own thought which is different from the guest's. Power interrupt strategy is used to show his power as a host to interrupt his guest utterance or statement.

DISCUSSION

The Ideology Analysis

To see the ideology of Andy, it is important to find out the differences strategy in advance. Difference strategy is applied to difference episode and difference guest. In episode "SpesialUltah Metro the 9th", there are nine guests and most of them are successful entrepreneurs. By inviting an entrepreneur, more over eight entrepreneurs (one of them is a Major of a city), in one show means Andy wants to give a strong message to the audience that entrepreneurship is identical with strong economy and leadership. Most of those entrepreneurs in their interviews state that success is not coming instantly but it needs hard work and spirit to survive and face the competition. A successful entrepreneur should have a leadership to lead him to succeed. Success in business means success in economy. The ideology is hard work leads to success.

In episode "Rahasia di BalikLayar" most of the guests are coming from background of politics. In the show Andy presents the story and the secret of his guests which has not been known by audience in the form of flashback presentations. He only takes the performances of the most phenomenal politicians which their decision, thought, leadership and ideology influenced and colored the Indonesia's history. From the conversation, most of them are telling to Andy that their decision in the past are based on the duty that the country has given to them, and they tries so hard to do their duty no matter how the people see them or if the public react negatively on them. Andy reviews the reaction of each guest's performance in his show from his point of view and tells the importance of the guests to perform in the show (in here were the TV and the producer). By inviting them in his show, Andy asks the audience to give fair judgment of their political acts in the past. The ideology is there is no right and wrong in politics and serving to the country.

In episode “Berjaya di Negeri Orang”, all of the guests are scientists from Indonesia but they got succeed abroad. For Andy, it is an important thing to give information to Indonesian people that there are still many things to be proud as an Indonesian people. Indonesia is well-known as the third-world country where the educational system and institutions is very low among the other countries. By having those successful scientists, more over they are sitting in very important institution in America, Switzerland, Germany, Japan and Malaysia are known as the leading countries in science and technology but still become an Indonesian citizen and are proud to be Indonesian, Andy tries to put in his audience a sense of pride as Indonesian and never forget their beloved country, Indonesia. The ideology is strong citizenry does not depend on where to live.

In episode “Para Perempuan Tulang Punggung Keluarga”, all of the guests are women (one is transsexual) who become the breadwinner for the family. They come from the lowest economy status in the community. Andy asks and investigates how they fight and survives in their difficult life. Those guests are coming from different job and background but have the similarities that they are women and have the loyalty to a profession. In here, Andy tries to present the fact that there are still many women in Indonesia who live in poverty but do not leave their service and loyalty to their professions, community and family. Andy tries to draw that in Indonesia there still many women try to do their responsibilities to fulfill their family and their own need in very limited opportunities and chance in their daily life. Andy also tried to draw how the minorities fought to get the attention from the social and government about their existence. Gender inequality has a great impact especially on women and poverty. Poverty in the third countries is more likely that men have more opportunities to have an income, have more political and social rights than women. Women experience more poverty than men do due to gender discrimination. From the show, Andy sent a message to the audience that despite of the lack of education and opportunity in the low economy community, the responsibility to fulfill the family’s need empowers women and decrease the level of inequality between men and women in social role. It is also a message to the audience if there are still many social problems need to be solved by the government and community which those problems are sometimes ignored and untold in the media. The ideology is poverty and responsibility to family decrease the level of inequality between men and women in social role

The Power of Language Analysis

A host has the dominant power in a talk show, and usually he/she uses it to control the act and mind of the guests. To have a power, a host must have a power base in knowledge, fame, culture, information, and of course communication. In here as a host, Andy has the access to control the guest to following his script, by asking the question he has prepared before, interrupting if they are talking too long or speaking out of the topic or context, encouraging if the guests do not speak too much or only give a little information he needs, requesting the guests to act or to do as he wants them to do.

In the show, Andy usually classifies guest based on their similarity. They can be similar in economical background, social status, politic, knowledge, or occupation. The language and strategy he uses for each guest is not the same. The guest who has higher status in economy, politic, and knowledge of course needs language which is grammatically and contextually better than lower status people in community. Sometimes

short question from the host will answer longer than expected by the host, but for the guests who come from lower in education, economy and knowledge background, Andy often has to ask them many times for the same topic to make the guests keep talking so he gets the information he needs from them.

Although most of Andy's guests are people who have strong power base of privileged access to scarce social resources, such as money, status, knowledge, information, etc., but when they come to the show, the power base belongs to Andy as the host. But that power itself is seldom absolute. Andy may more or less control his guests, or only control them in specific situation, because sometimes for some of the guests they less, resist, and fight that power and do not obey to be controlled by Andy.

As a senior journalist, Andy knows how to use his language. In a talk show, the audience focuses on the conversation between the host and the guests. To make a talk show interesting, it does not depend on who is the host, but how the host brings his guests to speak and tell the interesting things of their life, including their secret and private things if necessary. To make the guest talks, Andy needs good communication skills, knowledge, and of course, languages as his power base to control the conversation in the talk show. But, control on a target only persists if the target accepts and obeys being controlled. Although as a host, Andy has the opportunity to use his power as the institution, but he tries to put himself equally with the guests, to make the guests do not feel intimidated, forced, under pressure, or lost during the conversation. Andy asks in very smooth, politely, grammatically correct, language taking no granted shows and a respect attitude to his guests, so they answer his question in very honest and genuine way and there is almost no rejection from his guests.

The Relationship of Power, Language and Ideology in Kick Andy Show

Language in media, especially television shares unidirectional information flow from a source to a target, here is the audience, and the constraints they impose on feedback. In a talk show, the show is rarely live and without undergoing editing process. Usually the dialogue between the host and the guests are recorded then edited before the program is put on air. So, the communication is imbalanced because the audience could not reply or interact with the source directly.

The information is only given in one way from the source only and of course the information is not completely real and original as taped. It is already edited and cut by the editor before the program showed to the audience. In terms of communicational function, it can thus be defined as domains whose goal it is to make content public, accessible to debate. But it is better refer to as hyperdomain since all domains, e.g. politics, law, business, lifestyle, are providers of content and the sociopolitical role, especially the relationship with sources, and the impact on audiences in the talk show remain controversial.

What is clear is that language is not mere transmitters of information; it may indeed have a symbiotic. A choice of language is seen to respond to such factors as program policy, intelligibility, and to favor standard or prestige languages. This turns out to be true only in specific situations, as when public service in here, media, enjoys a monopolistic position. The audience only receives the information without having opportunity to counter it, and of course, the ideology perception of the audience is the ideology that served by the television and for most of the audience, they take the whole message sent and make it as the common ideology in daily life.

Andy as a host in a talk show, with journalistic background, realizes that language is a very powerful tool to deliver certain ideologies to the audience. He wraps the ideologies by inviting competent guests, doing interesting dialogues, giving the reality through presentations and shares them through the books which are connected with the topic.

In Kick Andy Show, Andy and the producer of the show, use the same model of presentation to convince the audience to accept an ideology they want to send to audience by arranging the guests in membership group, are they coming from scientists, artist, politicians, activist, entrepreneurs, etc. After that he tries to explore their activities to support the complete pictures and their goals to do those activities so the audience got the values of the ideology. This models are very effective to sustain the attempts of such domination of audience through the construction of both institutional (the talk show and the host) and the individual (guests) identities.

CONCLUSION

This study analyzes conversation control strategies used in Kick Andy Show and decipher the possible interpretations of various strategies used by Andy in interviewing his guests. The following are the conclusions. First, the interrogative strategy is the major strategy used in Kick Andy Show. The frequency is 123 out of 412 whole. The interrogative strategy is the easy way to gather information, to seek validation, to explore the further information and to find out the thought, idea, point of view, suggestion and ideology of the guests. Second, Second the minor strategies are the clarification interrupt, the encouragement interrupt, the implicature strategy, the question interrupt, the informative strategy, the partial sentences strategy, the continuation interrupt, the declarative strategy, the politeness strategy, the agreement interrupt, the evaluative strategy, the disagreement interrupt and the exclamatory strategy. Third, the most ideological components of Kick Andy Show from the four samples episodes can be summarized into the following concepts: hard work leads to success, there is no right and wrong in politics and serving to the country, strong citizenry does not depend on where to live, and poverty and responsibility to family decrease the level of inequality between men and women in social role. Finally, Andy F. Noya is a host who care enough of using the learning aspect and journalism ethic in using the language to interview his guest. He has specific language to different background of his guest and use only trusted sources and data to perform in his talk show. He does not only discuss a raw topic, but also tries to analyze in simple way and evaluate the sociology effect of an event occurred. The guests who are interviewed are chosen and trusted because they are the person who involve directly in a certain event.

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