

THE IDEOLOGY OF COVID-19 VACCINES NEWS IN BBC: A STUDY OF CRITICAL DISCOURSE ANALYSIS

Silva Oktavianty Wardani, R. Yeni Dewi Cahyani, R. Myrna Nur Sakinah

English Department, Faculty of English Literature, University of Al-Ghifari
Jl. Cisaranten Kulon No.140, Kec. Arcamanik, Kota Bandung, 40293

Silvawardani0@gmail.com, yenicahyani69@yahoo.com, myrnanursakinah@yahoo.com

Abstrak

Penelitian ini membahas tentang aktor sosial dan ideologi dari wacana yang membahas vaksin covid-19. Penelitian ini menggunakan pendekatan teori Theo van Leeuwen. Penelitian ini membahas bagaimana komposisi aktor sosial yang ditampilkan dalam wacana yang terdapat dalam pemberitaan tentang vaksin covid-19, kemudian penelitian ini juga bertujuan untuk mengetahui ideologi BBC dalam menyampaikan berita kepada masyarakat. Penelitian ini menggunakan pendekatan Theo van Leeuwen yang memiliki dua teori utama, yaitu eksklusi yang berarti menghilangkan pelaku dalam sebuah teks dan inklusi yang berarti memasukkan pelaku dalam sebuah teks. Metodologi yang digunakan dalam penelitian ini adalah metode deskriptif-kualitatif. Hasil dari penelitian ini adalah aktor sosial yang terdapat dalam wacana lebih dominan pada kategori asimilasi-individualisasi.

Kata Kunci: Vaksin covid-19, Pemberitaan BBC, Ideology, Analisis wacana.

Abstract

This study discussed social and ideological actors from the discourse on the covid-19 vaccine news on BBC. This research used Theo van Leeuwen's theoretical approach. This study discussed how the composition of social actors is displayed in the discourse contained in the news of the covid-19 vaccine, then this study also aimed to determine the ideology of the BBC in conveying news to the public. Theo van Leeuwen's approach was used in this study which had two main theories, namely exclusion which means eliminating actors in a text and inclusion involving actors in a text. The methodology used in this research was the descriptive-qualitative method. The result of this research was that the social actors contained in the discourse were more dominant in the assimilation-individualization category.

Key words: Covid-19 vaccine, BBC News, Ideology, Discourse Analysis

1. INTRODUCTION

The British Broadcast Corporation (BBC) the public service broadcaster which has always provided information about news both local and international news. The media also raised a problem that is currently trending, namely one of the news about the COVID-

19 vaccine. COVID-19 is the pandemic which is widespread in the world, every area will face a singular infectious ailment, for which there was not any remedy or institution for insusceptibility. Some of the information about this pandemic was published by several mass media to inform the development of Covid-19. As

for the mass media that has been focused in this analysis, namely the mass media from the BBC. This media has been one of the most well-known media in Britain. Therefore the researcher analyzed the ideology of Covid-19 vaccines in the BBC media. The World Health Organization pandemic postures a proper chance for our wellbeing and analysts are hustling to create and take a look at antibodies towards COVID-19 (Callaway & Mallapaty, 2021). However, a vaccine for COVID-19 is still in development. Therefore, the presumption of protection from vaccines is still limited. Then, after researchers showed that when there was information about the protection of new vaccines, humans tended to be critical, especially about attitudes or ways to use the vaccine. Then, this bad view caused public opinion to be bad about the vaccine, because people were worried about whether the vaccine would have had bad effects or side effects. The strongest predictor of the intention to vaccinate COVID-19 was to believe in the protection of a strong vaccine. Therefore, to inform the general public about the protection of the COVID 19 vaccine, it must be interesting and must be tested formally before information about the vaccine is disseminated to the public. Then in 2021 the BBC published news about the Covid-19 vaccine, and because at that time people were reaping the pros and cons of the vaccine, the researchers would analyze the social actors displayed and the ideology of the BBC. The writers of this media also have each ideology to write a discourse. Therefore, in this study the researcher has analyzed the ideology of the BBC media using the study of Critical Discourse Analysis with the approach of Theo Van Leeuwen.. Every communication was included as a part of the discourse because the communication involved the messenger, in the recipient of the message, and the message or the unity of meaning that is to be

conveyed. The use of language in discourse is not neutral at all because it conveys the conveyor's ideology.

In this research, the researcher has analyzed the ideology of the media according to the study of Critical Discourse Analysis. Critical discourse analysis could be a shape of interaction. Leeuwen presented the types of analysis and discourse about how a group or an individual has been marginalized in their position of speech. How the overwhelming bunch has taken control to translate an occasion and its meaning, in the meantime another gathering was marginalized and ceaselessly ended up a protest of those left deciphering and gravely spoken to. Critical Discourse Analysis is to consider talk setting, as a subject, circumstance, occasion, and condition. Communication, in this case created, recognized and analyzed in a certain setting. Based on Cook's perspective (Badara, 2012), talk examination moreover checking the setting of communication: who is communicated with whom and why; in numerous sorts of individuals and 'what' circumstance; by 'what' medium; how is the distinction of sort from the advancement of communication; and the association of each.

1. Identification Problem

Based on the description of the background above, it has been explained that this study will be analyzed the ideology of mass media from BBC news, the researcher formulates the problem into several problem formulations as follows:

1. How does the social actors of COVID-19 Vaccine news in The British Broadcasting Corporation (BBC) Portrayed?
2. What is the ideology of Covid-19 Vaccine news in The British Broadcasting Corporation (BBC) News?

Research Objective

Related on the formulation of the problem above, the purpose of this study was to answer particular problems which are formulated as follows:

1. To discover how the social actors of COVID-19 Vaccines news in The British Broadcasting Corporation (BBC) portrayed?
2. To find out the ideology of Covid-19 Vaccine news in The British Broadcasting Corporation (BBC) News ?

2. Literary Review

Discourse analysis is a broad word that has different implications in different fields. Although there are many different definitions, discourse analysis, which is related to the study of language or the function of language, is the point of contact (Wilson, 2003). Discourse is not only considered as a study of language that studies the characteristics of language but also relates to the situation in critical discourse analysis. Discourse analysis also checks the context of communication: who is communicated with whom and why; in many types of people and 'what' situation; by 'what' medium; how is the difference of type from the development of communication; and the connection of each. Study about language inserted context because language is always inside the context and there is no communication without participant, intertext, situation, and so on. Even though not all contexts are inserted into analysis, only the relevant context and influencing of production and interpreting text which is inserted.

In this research the researcher used the approach of Theo van Leeuwen who focuses on how the social actors are represented in the text. Theo Van Leeuwen

has supported his theory to break down the text. The Van Leeuwen critical paradigm approach examines how the text depicted the actors and other players. Exclusion and inclusion are two key resources used by Van Leeuwen (Van Leeuwen, 2008) to break down the text. The process of deleting or eliminating a social actor from a text in order to protect a certain person or group is known as exclusion. (Eriyanto, 2001) Power defines what or who is not proper or normal not only through formal, legal, and institutional means, but also through language. Meanwhile, inclusion identified a social player in a unique way. If exclusion tries to remove the social actor, inclusion works in a different way by representing the social actor in the text. Explain both exclusion and inclusion in detail.

1. Exclusion

Exclusion is a method to disappear a certain group or people out of the text. By doing exclusion the actor that should appear on the text will disappear and it makes the actor have nothing to do with the issue. There are three types of exclusion ((Eriyanto,2001)

Passivation

Here by making sentences in a passive form. Through the use of passive sentences here actors unable to present in the text, something that is unlikely to happen in an active structured sentence

Nominalization

In the active sentence structure, the subject will always be needed. Nominalization is a process to change the verb into noun by adding certain suffixes such as -ing, -ion, or -ment after the verb.

Clause exchange

To remove the actor from the text, the subject can be exchanged with the clause which is also in charge as the actor. This process eradicates the doer and shows the process on how an event occurred as the exchange. (Leeuwen, 1987) The same with the subject, is replaced using a sentence that serves as a substitute for actors. Because it aims to eliminate or hide the perpetrators (actors).

2. Inclusion

Unlike exclusion which eliminates the actor, inclusion shows how the actor has been presented in the text. Van Leeuwen explained the kinds of inclusion into 7 types:

Differentiation – differentiation

How a group or event is presented in the text. The attendance of other groups or events would indirectly indicate that the group was not good compared to other groups, how a group is presented by presenting a group or other discourse that is deemed more dominant

Objectivation – Abstraction

This element of discourse relates to the question of whether the information about an event or a social actor was displayed by giving a concrete clue or what was displayed is abstraction. This abstraction showed the number of a student demonstration that can be said with clear numbers, as are hundreds, thousands, or so many. Based on the theory, proclamation to the audience would be different, because by making abstraction events or actors in fact quantitatively small numbers with

abstraction communicated as if numbered as many.

Nomination – Categorization

In a proclamation about an actor (a person or a group) or about an issue, there is often a choice whether the actor is shown as is, or the so-called category of social actors. Categories indicate an important feature of a person can be religion, status, physical form, and so on. In fact it was not important because it did not affect the meaning to be conveyed to the audience (readers).

Nomination – Identification

This discourse strategy is almost similar to categorizing how a particular group, event, or action is defined. The difference in identification, the process of identification is done by giving the sentence as the explanatory. There are two propositions, where the second proposition is the explanatory or description of the first proposition. Generally linked to a hyphen like: which, where. This second proposition in the sentence of position is actually purely as an explanatory or identification of something. This is a discourse strategy where one person, group, or action is given a bad explanation so that when accepted by the audience will be bad anyway

Determination – Indetermination

In the news often the actors or events were mentioned clearly, but often also unclear (anonymous). This anonymity could be because journalists had not obtained enough evidence to write, making it safer to write anonymously. It could also have been because there was a structural fear that the obvious category of

a social actor is mentioned in the text. Whatever the reason, by forming this anonymity, there were different impressions when accepted by the audience. This is because the anominities, according to Van Leeuwen, precisely make a generalization, not specific. And this generalization effect is getting bigger for example, anonymous which was used in plural form, such as many people, some people, and so on

Assimilation - Individualization

The strategy of this discourse relates to the question, whether the social actor preached was clearly shown by the category or not. Assimilation had occurred when the preaching was not a specific category of social actors mentioned in the news but the community or social groups where the person had been located.

Association - Disassociation

The strategy of discourse was still related to the question, whether the actor of the party was displayed alone or if it was associated with another larger group. This was a process that often happened and without us knowing.

The social group here pointed to where the actor was located, but the issue was whether it was called explicitly or not in the text. The association pointed to an understanding when in the text, social actors were linked to larger associations or groups, where the social actors were located. He was dissociated.

3. Research Method

In this research, the researcher used a descriptive qualitative method as the research design that looks like describes observations directly by seeing phenomena and reality. A qualitative method, on the

other hand, concentrates on characterization and interpretation rather than counting the findings. The qualitative method is based on the ideology of post-positivism, according to Sugiono (2016). The qualitative method, often known as the post positivist method, considers social reality as a full, complex, dynamic, meaningful, and interacting symptom. (Sugiono, 2016) In qualitative method the objective stance is obsolete, the researcher is the instrument, and 'subjects' become 'participants' who may contribute to data interpretation and analysis (Hammarberg et al., 2016). In this research, the researcher will find the data from the bbcnews.com media. So after having searched the data, researchers will observe the credibility of sample data to be analyzed. And descriptive qualitative will be used as a method design to analyze the data.

Technique of Collecting Data

According to Taylor and Bogdan (2015) qualitative evidence is observational, such as verbal or written observations (Merriam & Tisdell, 2015). According to the definition, it is a means of obtaining data and information through books, archives, documents, figures, photographs, or other descriptions to justify the analysis (Sugiono, 2016).

In this research, researchers have used data collection techniques by unstructured observation. Where researchers have been able to make free observations, therefore researchers take data through the official website of BBC News to analyze the research. Snowball sampling is a sampling technique for collecting the data sources, which at first the amount of data is small, but gradually becomes large. Because the researchers found that sampling was taken from several news stories whose cases had not ended so far, the technique that was used for sampling this data was snowball

sampling. Then the researcher also used this sampling technique because of the small number of data sources that are said to have not been able to provide satisfactory data, the researchers were looking for other data that could be used as data sources. Thus the number of samples of data sources will now be greater, until the researcher has found enough data to be analyzed.

The steps taken by researchers in collecting data were through observing the news and finding the data, after that the researcher collected the data, and recapitulated the data in a folder file to find the data easily which the researcher found.

Technique of Analyzing Data

In analyzing the results, the researcher would use several steps in accordance with Critical Discourse Analysis (CDA) by using Van Leeuwen's theory, which was explained briefly, concisely, and sequentially from beginning to end so that the reader could easily understand it. The steps were as follows:

1. Search and read the news about the covid-19 vaccine in BBC news.
2. Make the news as the data.
3. Initial data analysis through the use of the content analysis method is preceded by the use of words and sentences that are relevant or that appear the most in the news text contained in the data source.
4. Classifying the data based on the critical discourse analysis model according to Theo van Leeuwen by using a different category grouping table, namely the exclusion data table and the inclusion data table.

4. Analysis and Result

In this chapter, the researcher analyzed the data to find the answer to the identification problem. To identify the data, researchers used Leeuwen's approach as a supporting answer. The data and the discussion of this analysis is in this chapter.

1. Social Actor Represented on BBC

In this data the researcher analyzed how the social actors showed the discourse related to the Covid-19 vaccine news. The critical paradigm of Van Leeuwen is concerned with how the actors and other players are depicted in the text. Exclusion and inclusion are two key 'tools' used by Van Leeuwen (Leeuwen, 1987) to break down the text. Exclusion is a method of removing or eliminating social actors from a text in order to protect a certain person or group. According to Eriyanto (Eriyanto, 2001), power is exercised not only through formal, legal, and institutional mechanisms, but also through language to define what is proper and what is not. Inclusion, on the other hand, has a distinct definition of social actor. If exclusion seeks to eliminate social actors, inclusion seeks to represent them in the text in a different way. Both exclusion and inclusion have been discussed in detail in the following description.

Data 1: "Black adults are the most likely to be hesitant and people aged 18-21 are least likely to have a job, according to data from the Office for National Statistics (ONS)"

In this data analysis, the type of inclusion that was used in this article was explained. Right away the inclusion tool is observed that can be used to show and specify the direction of the article and the message the author was trying to deliver. In the sentence, the actor and subject were "Black adults". This inclusion could be described as a Nomination - Categorization. By focusing on this group the author then led the reader to the focus of

the article. The author then included the information of where the data was taken from "The Office for National Statistics (ONS)". This was an example of another inclusion tool, individualization and was used to show the reader the information was not based on their personal opinion.

Data 2: "BBC Radio 1Xtra's If You Don't Know podcast spoke to some people who said the reason for this was the spread of misinformation."

Data 2 suggested that the BBC Radio 1Xtra's If You Don't Know podcast was trying to find the cause of the hesitancy of some unvaccinated people. They discovered that misinformation was the cause of this problem, and that the people who were hesitant were afraid because of the false information. This was an example of Differentiation -

Indifferentiation. Assuming the people who were asked were vaccinated, it seemed like the author was trying to sway the reader to believe that the unvaccinated were wrong in their opinions and are nothing more than victims of false information. This was a powerful way to express an opinion and make the reader consider the vaccinated to be more informed and safer due to their knowledge of the safety of the vaccines. The author would then provide more information to support this idea to further strengthen their argument.

Data 3: "Not only is there no evidence that vaccines cause fertility problems in men or women, but experts say there's no realistic way they could. Claims to the contrary on social media are false."

Data 3 Very clearly showed the author's opinion and direction of their article. The article states that there is "No evidence that vaccines cause fertility problems in men or women" and "there's no realistic way they

could". The author then finishes their point by telling the reader that anyone or anything that says otherwise on social media is completely false. This can be described as an example of Nomination - Identification.

Nomination - Identification was used to clearly demonstrate the author's opinion or point, often providing no supporting arguments whatsoever for the opinions of their opposition in the argument. If the author were only stating information gathered, and not expressing and including their own point of view, the author would likely give a few of the reasons why some people are concerned and afraid of getting vaccinated. They might try to find supporting evidence of the opinions and concerns of people on both sides of the argument, instead of just one. This clearly shows the bias and opinion of the author of the story. In this sentence the only actor involved is "experts" and the information they provide is not specific and cannot be argued or disputed because they do not provide any specific quote or name. The reader must then agree with the author because the information can not be disproven.

Data 4: "Speaking on the podcast, Dr Tosin Sotubo, a black doctor, says she's "had all kinds of conversations" about the vaccine and has heard concerns like Sharnie's"

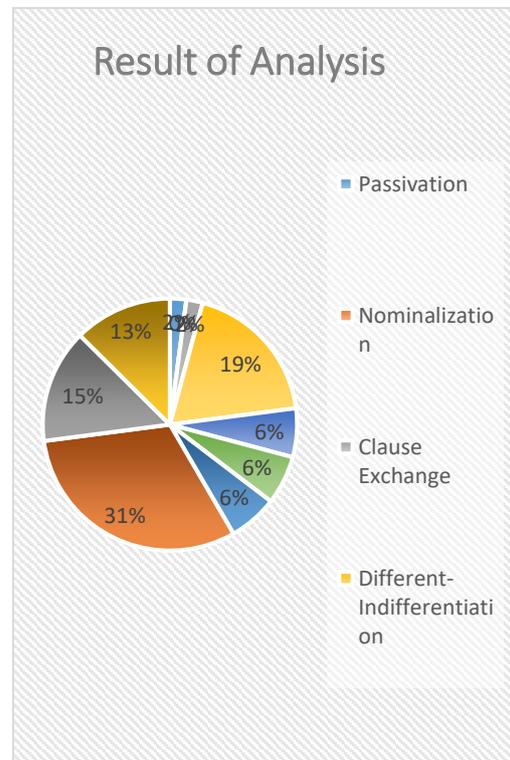
In this data, the author identified a doctor who had apparently spoken to many people about the vaccine. One woman, Sharnie, had concerns that the doctor had heard before. The author also pointed out that the Doctor is black, which did not seem to have any importance in this sentence, so it could have made the reader wonder why the author included that information at all. If the race of the Doctor had no impact on what is being said, it wouldn't appear to make sense to include it, however, there is a

reason the author included this information when introducing Dr Tosin Sotubo to the reader. This is an example of Nomination - Categorization.

Nomination - Categorization was used in this sentence to support the rest of the article, and perhaps help the reader, and the group of concern to realize there is nothing to worry about the vaccine. The article stated that blacks were more hesitant to get the vaccine, so they pointed out that the Doctor is black in order to demonstrate the two different sides of the argument from the same group of people. Beyond that, there was very little reason or importance behind stating the race of the Doctor.

4.2 The Ideology of Covid-19 Vaccine news in The British Broadcasting Corporation (BBC)

After analyzing the data on The Ideology of Covid-19 vaccines news in BBC, the researcher found that the exclusion type assimilation-identification was more dominant than the other categories. It can be seen in the pie chart:



Based on the pie chart above, it is concluded that assimilation-individualization is the most dominant category out of all of the inclusion/exclusion categories. Assimilation-individualization is one of the most used categories due to the necessity of having group-specific examples of data in an article. If an author would only say "some groups" instead of "those over the age of 65" in an article about the struggles that the elderly face during the pandemic, then it would seem too unclear for the reader to understand who is being discussed in the article. Furthermore, if the reader belonged to the group that was being discussed in the article, it may have a greater impact on them and perhaps even sway them to take action in their lives to avoid facing the struggles that many in their group have faced. For example; if the article is about people over the age of 65, and how many of those who are unvaccinated over 65 end up

in a critical or dangerous condition of health, it may convince the reader (who belongs to that group individualized in the article) to get their vaccination to avoid ending up in critical condition themselves. Not only is this inclusion helpful to build a strong argument and to develop a good article, but it is needed in many situations to provide a clear and understandable message to the readers, assimilation-individualization is one of the most dominant categories compared to other categories. This is because it mentions specific actors and the community and group to which a person belongs. It is said that an actor and community that is always present in every discourse gives rise to one of the characteristics of a social interaction where the social role is very influential for the figures or the community. It can be seen that these discourses have the ideology of socialism because the influence of these actors can influence the activities or decisions of the community in digesting this information about the covid-19 vaccinations. Using assimilation-individualization also offers a bold comparison between other groups and actors which outlines the differences between the parties. This allows data and statistics to be easily and properly understood, and keeps the reader focused on the direction and message of the article. This literary strategy can also have a higher impact on a reader or researcher that belongs to those specific groups, and may inspire them to act based on the information they received from the article.

5. Conclusion

In this study, researchers have found conclusions from the data that has been analyzed. So, at the conclusion of the analysis, the researcher found that the exclusion category of assimilation-individualization type was very dominant compared to other categories. It can be seen

in the following data classification, the researcher found the passivation category in 2 data, clause exchange in 1 data, different-indifferent in 9 data, objective-abstraction in 3 data, nomination-categorization in 4 data, determination-indetermination in 3 data, assimilation-individualization in 15 data, nominalization-identification in 7 data, and association-disassociation in 6 data.

Therefore, when viewed in the classification of the data, the assimilation-individualization has 15 data analysis in the data in the discourse. assimilation-individualization is one of the most dominant categories compared to other categories. This is because it mentions specific actors and the community and group to which a person belongs. It is said that an actor and community that is always present in every discourse gives rise to one of the characteristics of a social interaction where the social role is very influential for the figures or the community. It can be seen that these discourses have the ideology of socialism because the influence of these actors can influence the activities or decisions of the community in digesting this information about the covid-19 vaccinations. Using assimilation-individualization also offers a bold comparison between other groups and actors which outlines the differences between the parties. This allows data and statistics to be easily and properly understood, and keeps the reader focused on the direction and message of the article. This literary strategy can also have a higher impact on a reader or researcher that belongs to those specific groups, and may inspire them to act based on the information they received from the article. So, it can be said that this category is the most dominant category for finding results from social actors who are in the discourse discussing the covid-19 vaccine published by BBC.com

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