



**CRITICAL DISCOURSE ANALYSIS OF
HUMAN RIGHTS ISSUE ON A SHELL ADVERTISEMENT
PUBLISHED IN *NEWS WEEK*, JULY 1, 2002**

THESIS

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DEDICATION PAGE

In the sincerity of my heart,
with the deepest love and respect,
this thesis is dedicated to:

Alm. Ali Muchdi and Wartik Seniatun

MOTTO

In a time of universal deceit, telling the truth is a revolutionary act
(George Orwell – 1984)

DECLARATION

I hereby declare that this thesis entitled “Critical Discourse Analysis of Human Rights Issue on A Shell Advertisement Published in *News Week*, July 1, 2002” is an original piece of my writing. I certainly certify that this thesis is not plagiarism work; the analysis and the result described have not been already submitted for any degrees or any publications. I state my declaration truly without any compulsion.

Jember, June 2011

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I do realize that no one is perfect. The mistake in this thesis belongs to my being common creature. Finally, I hope this thesis will be useful especially for the progress of English Literature.

SUMMARY

Critical Discourse Analysis of Human Rights Issue on A Shell Advertisement Published in *News Week*, July 1, 2002; Widi Widahyono, 030110101081; 2011; 46+x pages; English Department, Faculty of Letters, Jember University.

Critical Discourse Analysis (CDA) can be defined as fundamentally concerned with analyzing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language. In other words, CDA aims to investigate critically social inequality as it is expressed, signalled, constituted, legitimized and so on by language use (or in discourse).

The object of this thesis is a Shell advertisement published in *News Week*, July 1, 2002. The advertisement shows that Shell is a company that has a big contribution on human right issues. This is inversely proportional to the history fact. The history has chalked up that Shell is a company that has many notes on violating human rights.

The analysis is done by using Fairclough's 'three-dimensional' framework. According to Fairclough, Critical Discourse Analysis is intended to establish connections between properties of texts, features of discourse practice, and wider sociocultural practice. The text is the objects of analysis, the accordant method is description. The discourse practice is the processes of producing and receiving, the method is interpretation. The socio-cultural practice is the socio-historical conditions of producing and receiving, the method is explanation.

The results of the analysis show that Shell's advertisement published in *News Week*, July 1, 2002 is very ideological, but controversial indeed. There are many historical facts that are inversely proportional with the message communicated by Shell in the advertisement. In the advertisement, Shell makes an impression that Shell has never hesitated in holding principle and not only hunting for profit. However, the historical fact has chalked up that Shell has many cases that involved it with human rights violation.

TABLE OF CONTENTS

FRONTISPIECE.....	i
DEDICATION PAGE.....	ii
MOTTO	iii
DECLARATION	iv
APPROVAL SHEET	v
ACKNOWLEDGEMENTS	vi
SUMMARY	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	x
CHAPTER I INTRODUCTION	1
1.1 The Background of the Study.....	1
1.2 The Problems to Discuss	3
1.3 The Scope of the Study.....	5
1.4 The Goals of the Study	5
1.5 The Significances of the Study.....	5
1.6 The Method of the Study.....	5
1.7 The Organization of the Thesis	6
CHAPTER II THEORETICAL FRAMEWORK	7
2.1 Previous Research	7
2.2 Advertisement as Mass Communication.....	9
2.3 Advertisement as Discourse	12
2.4 Shell and Human Rights.....	13
2.5 Critical Discourse Analysis	18
2.5.1 Text.....	22

2.5.2 Discourse Practice	24
2.5.3 Sociocultural Practice	26
CHAPTER III RESEARCH METHOD	28
3.1 Type of Research	28
3.2 Type of Data	28
3.3 Method of Data Collection	29
3.4 Method of Analysis	29
CHAPTER IV DISCUSSION	31
4.1 Text Analysis	31
4.2 Discourse Practice Analysis	34
4.3 Sociocultural Practice Analysis	39
CHAPTER V CONCLUSION	43
BIBLIOGRAPHY	45
APPENDIX	46

LIST OF FIGURES

Figure 2.1 Fairclough’s analytical framework for CDA.....	21
Figure 4.1 The items of Shell advertisement	31
Figure 4.2 A cut of Shell Advertisement	35
Figure 4.3 A cut of Shell Advertisement	36