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Methodological Implication on Fairclough's Textual Analysis in Erin Brockovich Film Script

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Abstract: This article focuses on the ideological analysis in Erin Brockovich Film script by applying the textual analysis from Norman Fairclough. The textual analysis proposed by Fairclough has connectivity with the social research by observing its 'hybrid theme' and as the further discussion of the Critical Discourse Analysis. The relation between text, language and discourse are aimed to gain the in – depth understanding the ideology practices in Erin Brockovich Film Script. The different context of society and the complex phenomena in the society creates different implication in applying the Fairclough' critical discourse analysis. The implication produced by the meaning of discourse and the meaning produced by discourses. The Critical Discourse analysis through its textual analysis to social research is 'fluid' based on the condition and the complex phenomena of the society.

Keyword: Critical Discourse Analysis, Text, Language, Methodology

1. INTRODUCTION

Critical Discourse Analysis is a study about language. The language discussed in the critical discourse analysis is no longer related to the simple linguistic expression but merely on the language used in the society. Fairclough (1995) stated that the relation between language and text is considered as the discourse itself. At the beginning of the understanding, Discourse is considered the analysis of language in form and function of verbal communication. The development thinking of the Critical Discourse Analysis emerges the deeper understanding on the discourse as the representation of the social problem in the society. The development is mainly supported by the changes in the society, such as the values, belief, life style and others. Further, the way critical discourse analysis see the text would be varied since the method considers text as the product of the society that contain the values of the society. The text is considered as the

reflection of the social phenomena and characteristics. Related to the social research, further, language and text developed based on the condition of the society changes in certain time. The changes will influence the theme and the focus of the social research itself. As the Critical Discourse analysis applied to social research, the research in observing the meaning of ideological practices could be one of the significant phenomena to be discussed to reveal the discourse in the society, especially the relation between language use and the discourse. As Bloommaert, (Jan; Bulcaen, Chris: 2000) explained that Critical Discourse analysis is a transparent process in revealing the dominance, discrimination, power and control as embedded in the text through language usage. Based on Fairclough, the CDA dimension divided into three, discourse as text, discursive practices and the social practices. The dimensions lead to the deeper understanding on meaning shaping based on the society's perspective.

The theme of critical discourse analysis is further defined as a " hybrid theme' since based on Fairclough (2003) the society exists nowadays is a 'new capitalism' society in which the value, norms, beliefs and practices are based on the development of media and technology. The development of media and technology creates the mind set and way of thinking. The development emerges the ideas on certain social research nowadays. The theme will be generated into broader themes , such as globalization, hegemony, universal status, ideologies and citizenship. The themes are generated from the social problems and the complex phenomena occurred in the society. The theme itself influence the understanding of the language and discourse as the definitions. The language is developed into the medium of the text in revealing some of the concepts and ideologies delivered to the society through its representation of social problem and phenomena in the text. The social theme rooted on the ideology practices and power implementation which become the most familiar themes to be discussed. As a further explanation related to discourse and ideology is also broadly analyzed in the article of *Representasi Gaya Hidup Pria Metroseksual di Majalah Pria Ibukota* (Mulyana,2014) about how the capitalism ideology represent the image of the metrosexual men displayed in the magazines. As the second point of view in analyzing the discourse as text and the reflection of the society is reflected on the implication of the transformational leadership and the cultural organization that positively reflect the changes in the organization (Ali, Hapzi, 2015). Those broad view of the discourse analysis above present various point view on how the text and language would be analyzed.

There is a development also in the function of Critical Discourse analysis in analysing the language and discourse and one of them is on Organizational Communication. The organizational communication is dominantly applying language as the means of delivering the information, message and even the influence to others. The form of language and discourse exposed in organizational communication are varied , start from the form of the verbal and written policy up to the decision process making in a organization. The broad range of the communication process in an organization give the significant access in exploiting certain ideologies as the values deeper in an organization as entering the postmodernism era.

The further discussion related to the connection between language, text, discourse could be discussed based on organizational communication perspective. The organizational communication views communication is constituting in the organization. the reflection of the communication might be varied depends on the point of views taken in observing an organization. There are three different point of view in analysing organizational communication through language, text and discourse. As the original terminology

of Organization Communication, the nature of the field will contain various types and method of communication and texts. The various types of communication and text are no longer limited on the message delivered but more on the power and ideologies implied in the communication process and the communicative text. On the conceptual foundation of the organization communication, the function of language and text could be divided into three focus on the development of the communication division in the organization, communication as the phenomena in organization and the communication a method to describe and explain organizations.

As the themes developed nowadays, the text understanding and format develop in various type of text. The text based on Fairclough (2003) is divided into two major strands as the text itself that contain the linguistic function to reveal the social structures and the text as the representation of the society's value and ideology as the social practices. The social research nowadays are affected by the condition of nowadays society. The changes in the society, such as belief, value, interaction and technology will influence the text and the language used in those contemporary society. Further, Fairclough's textual analysis is called as the social semiotic. Language is considered as the medium in revealing the power within the text. The power itself is the representation of the society's condition. The social semiosis originally taken from Halliday (1960) that mentioning language as the mental process as language is used in social context in gaining a particular goal. The society's reflection of language, text and discourse relation, further, will be focused on the film script of Erin Brockovich that contain the ideological practices of corporate capitalism manifested in the text. The representation of the social problems depicts in the text as the conflict between Stakeholders, in this case, the Hinkley Residence and the PG&E (Pacific Gas & Energy) related to the social practices revealed in the Hinkley Utility Plant. The case as the reflection social problem reflected in the film script is the Chromium Hexavalent. The Chromium Hexavalent causes major problems to the health and life of the Hinkley residence.

The Critical discourse analysis is applied to reveal the connection between the text, language and discourse from the 1970's ideological practices of Corporate Capitalism to the contemporary society. Further, Fairclough Textual analysis to social research (2003) is applied to enhance the expected values by the society to a mining industries nowadays. It is much bigger than recognizing the lesson taken from the Erin Brockovich film script. The deeper understanding of capitalism development is urging the society to provide the suitable value of corporation nowadays. The contemporary society's consider nowadays' company as an organization to develop the mutual benefit and value. The Critical Discourse Analysis applied in the analysis is influenced by the social, historical and cultural context of certain society. The complex phenomena also contributes the ideology analysis in the film script.

As previously explained, the focus of this article will be on the application of Critical Discourse Analysis through observing the connection of Language, Text and Discourse in the context of Organization Communication. In this article, the function of critical discourse analysis will be applied thoroughly by recognizing and understanding the text and language as the communication process in the organization. The communication process is the reflection of the concept, value and ideology in the organization as reflected in the policies created within the organization. Through the process of decision making and the policy making the communication process and the power application will be described. The basic purpose in Critical Discourse Analysis application in gaining the meaning and re-gaining the new meaning of corporate capitalism discourse in an organization.

2. LITERATURE REVIEW

The discourse analysis in based on Organization Communication could be differentiated into two typologies in the organizational studies (Putnam, Fairhurst 2001) as professional talk and organizational culture. The professional talk analysis will be focused on the talk in organizational setting while the organizational culture will include the language used in organization such as; linguistic, psycholinguistics, sociolinguistic and the organization symbolism within the organization. Further there is new typology in the language analysis in organization based on critical and postmodern perspective that focusing the analysis on the text and intertextuality. The text and intertextuality will focus on the conceptual roots of an organization through some of the tools of analysis such as metaphors, language games, and text (Putnam, Fairhurst 2001).

Fairclough (2003) in his both books entitled *Analysing Discourse: Textual analysis for social research*, he elaborated that discourse analysis is closely related to the semiosis analysis in which the semiosis consist of the social practices and language practices as shown in the text. The basic understanding of the discourse is placed based on the understanding that discourse is text and talk of the language used. The basic understanding will be elaborated on the meaning of Discourse itself. Fairclough (2003) stated that discourse is the study of the text and talk as the consequence the genre and the type of the text will be varied. While deeper analysis in his book *Analysing Discourse* (2003) mentioned that discourse based on Critical discourse analysis no longer placed as text and talk but it is deeper on the purpose of the text itself. The main point of Critical Discourse Analysis is addressess the social problem. It might contain the ideological work. Fairclough (2003:4) mentioned that the language nowadays shaped by the new capitalism that creates capitalist society will emerge the understanding that drive the analysis more tend to the social research themes (hybrid themes) such as ' globalization, hegemonic, and ideologies. Further in his book , he devided three main terminologies ; text, discourse and language as part of the social life and as the medium in analysing through the social analysis, discourse analysis and textual analysis to gain deeper understanding on ideological practices in the certain society in certain time. The relation of the text, discourse and language as proposed by Fairclough is rooted from the Linguistic Functional System proposed by Michael Halliday as explained in Davis, Eirian C (2014) in his article asserts the development of Linguistic Functional System and the social semiotics. Halliday in Davis (2014) explained that language is closely related to the social perspectives, including the text produced by certain society during certain time will reveal the social characteristics trough the linguistics analysis.

The term of intertextuality is mainly sounded as the basic terminology in explaining the ideology inside the text. The term of intertextuality shows how text is mediated between language and the social and cultural context. By identifying the context of the text, there is a significant way to reveal the manifest ideology inside the text. Further, Fairclough explained that discourse analysis constitutes the genre, meaning that the discourse is a diverse way of acting, of production social life with the semiotic mode. Fairclough (2003:72) in his book explained that language contain of the set of ideologies that consist of code, structure, system or formation of the language. Those language practices are supported by certain context such as social conventions, norms and histories. Futher, Fairclough elaborate the location of certain ideology in the text in which constitute the timeline of the events of certain society and the use of language in conceptualizing its relation to social, economic and political relation. Intertextuality treat the text as a harmonize relation between text, language and context. In addition, Fairclough considered that discourse analysis is related to the text spoken or written. The Analysis will further relate to the text interpretation and use.

The key term of Fairclough discourse analysis is “genre” as the use of language related to particular social activity. Genre also means as the textual structuring and set of relatively stable convention, either creative or conservative. Further, he explained that text is related to the written or spoken language produce within the discursive event. *The question of discourse is the question of how text figure (in relation to other moments) in how people represent the world, including themselves and their productive activities. Different discourses are different ways of representing associated with different positions (Fairclough, 2000, p.170).*

The Critical discourse analysis by Fairclough (2003) is the investigation of the relation between two assumptions of language use as language use as socially shaped and socially shaping. However, the relation between language and the society is not direct since the text as a discourse is the medium to bring out the message, values , beliefs, convention and ideologies in the society. As Fairclough (2003) developed the method in analyzing the text through discursive, he was drawing two concepts of the intertextuality and interdiscursivity. The intertextuality is a concept in which the text could be recognize before and after the production and the interdiscursivity is the influence of the text production politically, socially, and culturally. In line with Fairclough, Wodak (2006) explained in his article of the deeper understanding on Critical Discourse Analysis is considered as the linguistic action; written, visual, oral communication, verbal and non – verbal held by social actors and influenced by the social norms, rules and conventions. CDA is more coomplex than Discourse analysis in which discuss on the relationship between form and function in verbal communication. The conversational analysis is a part of textual analysis that shows the interaction between the text and context. Based on fairclough in *Discourse and Social Change* , there 3 dimensional conception in analysing text and treat it as the intertextual analysis. The conception in analysing the intertextual text could be shown below :

The Critical Discourse Analysis used to analyse the language used in the organization will be relatively different in the perspective. The method in viewing language as text is categorized as the Post Modernism

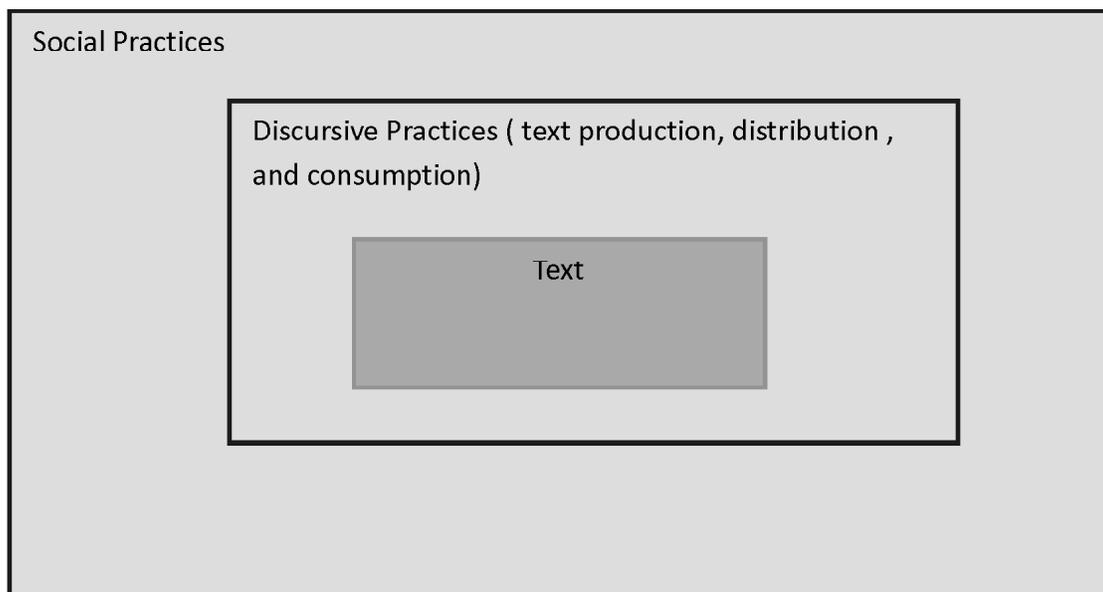


Figure 1: Social Practice

Source: Fairclough, critical discourse analysis, the critical study of language (1995:98)

Language Analysis (Putnam& Fairhurst, 2001) since power and resistance become the dominant theme to the postmodern approaches. The concepts' meaning of power and resistance are developing based on certain knowledge regimes. Post modern language analysis will view language as the text itself and provide the intertextuality and fragmented meanings.

As further explained in post modernism language analysis, language is viewed and treated differently. The basic meaning of the language is considered unstable and the terminologies appeared depend on certain society and knowledge regimes. Understanding language has unstable meaning leads to the multi-interpretation of certain terminologies embedded in the text. Language is considered as part of the discourse that shows the power and ideologies in the corporation practices. The Postmodernism Language Analysis views organizational text could reveal the power in marginalizing certain discourse.

3. METHODOLOGY

The paradigm of this research will be on critical point of view based on the critical discourse analysis. Denzin and Lincoln (2011: 119) explained that qualitative Paradigm will depend on human knowledge in deriving the truth. The truth is a very subjective point of view that basis on the certain observation or in – depth analysis of the text. Further, in critical research, the truth is deriving by finding out the social injustice phenomena that strive the researcher in understanding the condition and obstacles that found in the society. The critical itself is aimed to deliver the social transformation in society through delivering new concept on social condition, psychology, or even the language. On critical discourse analysis, the concept and context of language usage is handling the important role in revealing the social injustice in society.

The leading methodology suitable with the research is the critical discourse analysis by Norman Fairclough. This research will mostly discuss on revealing the ideologies inside the text. The text chosen is the Film script of Erin Brockovich. The methods commonly used will be intertextual analysis especially on critical discourse analysis. The common step to conduct critical discourse analysis are observation and in-depth analysis. Since the perspective of this research is critical research, the researcher will conduct thoroughly investigation on sign and symbols through language usage to enhance the meaning of corporate capitalism ideology. The thoroughly reading and observation to intake the data in forms of words, phrase, or sentences. To support the interpretation beyond the text, the researcher will put the contextual analysis based on social, historical and economic contexts. In line with Fairclough (2003) Rahimi, Forough; Riasati, Mohhammad Javad (2011) in their research explained that Critical Discourse Analysis proposed by some of the experts that give similarities on the discussion; ideologies in the text. The CDA methodology is providing the answer of relationship between language, society, power, identity, ideology, politics and culture. The multidisciplinary context of CDA gives the benefit that CDA could identify any ideologies practices in the society. Within discourse analysis, Fairclough (1995 :185), claims that the analysis must be close to the social and cultural practices. And processes. The intertextual research method will focus on the the language practices analysis that consist of words, phrase, sentence and dialogue, while the second element of the analysis will be the context of the text itself including the text producers and distribution or later called as discursive events.

4. RESULT AND DISCUSSION

Methodological Relation

As explained earlier, the power of corporation in maintaining communication process with the stakeholders, in this case Hinkley Residence. The ideology implementation, in this case corporate Capitalism is the reflection of the communication in the organization. The application of certain ideology will broadly reflect the condition and the value in the organization. In this case the communication is applied to explain deconstruction of the social structures. The ideology practices urges the stakeholders to emerge the social deconstruction on organization values and ideology. The language used can be observed by investigating the symbolic interaction in the organization. The term of film script is considered as the reflection of the communication process to describe the power ascribed by the corporation. The language exposed in the text express the power implementation and describe the nature of PG &E as the biggest company in the United States.

The film script of Erin Brockovich is considered as a reflection of organizational text revealing the power application to the marginalized parties, in this case the stakeholders. As the text, Film Script of Erin Brockovich is the reflection of social values applied to the society. The power embedded in the film script is shown through out the language used during the dialogues exposed. The dialogue gives the rhetorical devices in delivering the 'hidden meaning' of the power application. The postmodernism point of view give the privilege that both semiotics and rhetorics reveal language as a set of structure relations. In the context of Corporate Communication, the structure relation in this case related to the decision making process on corporation activities. Further, in postmodernism perspectives, the text becomes the medium of the discursive practices of organizational activities that lead to multiple meanings depends on the certain society in conducting their own 'self – reflective' relates to the power practices and application.

The Filmscript of Erin Brockovich is the reflection of the society as it prescribed values, belief and rules applied in certain society. The connection of the text to the society is not direct, however it contains the values, beliefs and ideologies applied in the society. Fairclough (2003) mentioned that in new capitalism era, the language shaped by the social life and the new form of the capitalism. as an addition in discussing about language, the representation of language will be in the 'text' form. The terminology of the 'text' will be broader nowadays. As previously Fairclough (1995) limited the discourse on the news coverage and the utterances analysis in understanding the text and the use of language. However in his book *Analyzing Discourse (2003)* he expanded the understanding of the text itself into varies of text format including script and transcript. The discourse is changing its meaning no longer on the language use that reflected on the text but more on the language use referred to the society and connected to the values, belief and ideologies in the society.

In line with Fairclough understanding, Wodak *et al.* (2006) in his journal mentioned that discourse is the study of talk and text and he delivered the essential question to what extent does the critical discourse analysis embrace the interdisciplinary to treat the language in use to set clues on in – depth understanding. Further in his journal, he elaborated the needs of the interdisciplinary researches that apply Critical Discourse Analysis by interconnecting the cognition, text and action. Further explain, another journal written by Ke Liu *et al.* (2016) mentioned that discourse is the method to explore the meaning of discourse and how a meaning is produced by discourse.

As reflected in the research, the film script of Erin Brockovich is considered as a text, language and discourse to be analyzed. As the criteria embeded in the film script mentioned before by Fairclough (2003) that discourse has broader meaning on ‘text’ format will be analyzed. In critical discourse analysis, the format of the text is no longer become the essential distinction of the undertanding. In the critical discourse analysis. The concern in analysing discourse is focused on the content of the discourse itself. The critical discourse analysis considers ‘discourse ‘ as the action and reflection of the social problem. The ‘discourse ‘ understanding broader into the ideological work . The Erin Brockovich film script is a discourse that brought up the corporate capitalism practices by a corporation called PG&E and its stakeholder, Hinkley Residence. The textual analysis for social approach is applied to gather the significant data of the corporate capitalism practices done by PG&E and the strategy of Hinkley Residence in solving the problem. Fairclough (2003:6) mentioned that Critical Discourse analysis draw upon a wide range of approaches in analysing text and is mostly focused on the grammatical and semantic analysis because he considered those elements will be productive for the social research in the future.The implementation of Fairclough’s Critical Discourse Analysis ever been used for film analysis as Khan, Rab Nawaz (2016) wrote in his research findings that Critical Discourse analysis is used to reveal the relation between language and power manifested in the text. The three dimension of Fairclough’ s critical discourse analysis is used to reveal the power through observing the interests, social identity, social status, image and supremacy.

As previously mentioned by Wodak *et al.* (2006) that critical discourse analysis facilitating the ‘hybrid’ social theme to be analyzed in Critical Discourse Analysis, therefore,the social theme become the main point to discuss the language in use since the society, nowadays, shaped the language and its meaning that only relevant to certain social condition. The Erin Brockovich film script is embracing the social theme on the Corporate Capitalism Practices done by PG&E. The ‘hybrid ‘ theme of the ideologies and public sphere seems relevant to be discussed since those ideologies consider as the dominant characters type of contemporary corporation.

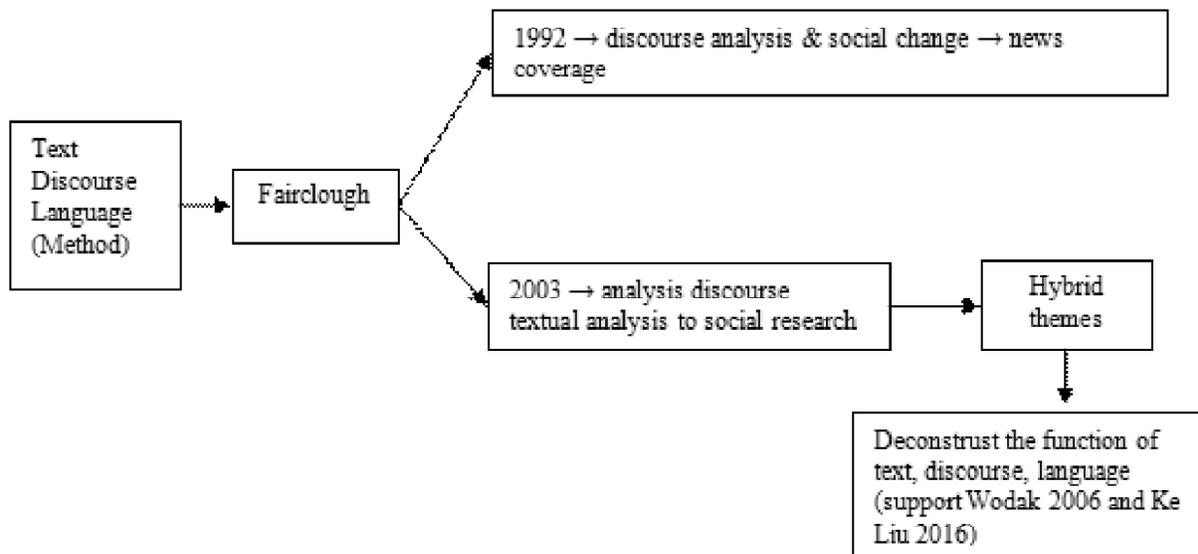


Figure 2: Methodological Relation

To elaborate the diagram above, the method in gaining the meaning of the ideology in the social practices, Fairclough (2003) suggested to make a connection between text, discourse and language to get the complete understanding of the ideology practices in the contemporary society. The language based on Fairclough (2003) is embedded in the society and closely related to the meaning emerges in the society. To strengthen the methodological implications on the social language and its relation to the ideology in the society through text, further, explained by Bloome, David; talwalkar, Susan (1997) Critical discourse analysis is grounded in theories of language. CDA is a study about text oriented discourse analysis that enhance in - depth understanding on sociological discussion of society, culture and power. Fairclough applied social theory to enhance the connection between discourse and language to gain in dept understanding on the texts and social interaction; Iqbal, asma; Haqnawas, Malik (2015) Critical Discourse Analysis and semiotics are applied to analyse how the media develop biased opinion and new discourse to the society. CDA is used to reveal the hidden ideology and motivations in the conversation and text, while semiotics investigate the sign and symbols and use them to convey context meaning; Rahimi, Forough; Riasati, Mohhammad Javad (2011) Critical Discourse Analysis proposed by some of the experts that give similarities on the discussion; ideologies in the text. The CDA methodology is providing the answer of relationship between language, society, power, identity, ideology, politics and culture. The multidisciplinary context of CDA gives the benefit that CDA could identify any ideologies practices in the society.

The conducting the Critical Discourse Analysis through the analysis of language and text as well as the intertextuality, the conceptual root of an organization could be revealed and analyzed throughout the language used in the organization. The organization reveal the power implementation and practices toward the stakeholders, in this case the Hinkley Residence. The broad range of themes variety has opened the new perspectives in combining the language used in various context, in this case the organization communication context. Further, the text, intertextuality and language analysis will give the deeper understanding on constructing the new meaning and deconstructing the meaning exists.

Methodological Implication

The application of critical discourse analysis through analysing the text, intertextuality and language brought the clear meaning on the deconstruction of Corporate Capitalism to the Democracy Capitalism. The ideology is the reflection of the discourse that applied for the relationship between stakeholders and the organization. The process of gaining the meaning related to the ideology in the Erin Brockovich Film Script is emerging the implication of the methodology, in this case the understanding of Fairclough Textual Analysis to Social Research (2003) as follow:

- (a) Fairclough (2003) put the complementary explanation dealing with the text, discourse and language analysis in social research. He enriched the meaning of text is no longer limited on the news coverage and conversation as previously explained in his earlier books, but merely any form of the text including the interview script and the film script as the medium to discourse analysis. Further, he explained that discourse in critical discourse analysis has broader meaning relates to the content of the text itself. Discourse is considered has hybrid theme to social themes and contain ideological work that reflects social problem. Language use itself has broader meaning as the reflection of the contemporary social life on the contemporary society. As the result of

the analysis, it could be accepted that range of language and textual analysis accommodate the bigger theme and cases.

- (b) Textual analysis by using Fairclough (2003) Critical Discourse Analysis is applying the linguistic approaches at the beginning of analysis to enhance the characters of the contemporary society through text. The grammatical and semantic analysis will relate the text social characteristic to the social 'hybrid' themes that reflects the social life is a process and journey of certain society. The text itself can be reflected through the organization symbolism, values and belief.
- (c) The Critical Discourse analysis through deeper analysis on semiology and postmodern language analysis have accommodate the elements of the organization communication in understanding the communication process within and outside the organization. Further, by analysing the language used in organization, Critical Discourse analysis able to reveal the power application on stakeholders and corporation relationships and communication process. In addition, critical discourse analysis reveal the understanding of an organization as the part of community and reflects the social communication process.

The relation between text and society are not direct. Fairclough (1995) stated also that the text and discourse is considered as the medium to bring the value, belief, norms and ideology about certain society. Fairclough basically draw the method to investigate the language used in both ways either language use socially shaped or socially shaping. Therefore, Fairclough stated two concept of the intertextuality of the text, that is before and after production and the interdiscursivity, that is the relation between the text and its social surroundings. Hence, the implication of the Critical Discourse Analysis might be varied in findings and the analytical process based on the interpretation on each discursives and the society's value and belief on the certain context. To strengthen the Critical Discourse Analysis implication Liu, Ke; Guo, Fang, (2016) in their research conducted in China Critical Discourse analysis is a method in exploring the meaning of discourse and the meaning produced by discourse. CDA tries to reveal the relation between language, ideology and power. The implementation of CDA as theoretical framework and analytical approaches differs in every society's since there are various linguistics development and the complex social phenomena. Those implication above strengthening the understanding of Fairclough's Critical Discourse Analysis on how discourse is driven by the ideology as previously suggested by Ana Caballero Mengibar (2015) Analyzing the meaning through Critical Discourse Analysis requires cognitive linguistics and social approach. Cognitive linguistics is considered as the flow of the knowledge reflected in the society. As social change affected the movement and action, CDA develops to investigate critically the social injustice in the society. Further the cognitive and social approach is revealed through the interaction of individuals in the society as the individual is a social construct.

5. CONCLUSION

Critical Discourse analysis originally derived from the language theories that observe about the form and function of verbal communication as discourse analysis. As the social change into the action and movement, the development come to different point of view of the text, language and discourse relation in understanding the ideology practices in the society. However the in – depth understanding on the relation of text, language and discourse closely related to the context of social, historical and cultural as well as the complex phenomena

occured in the society. The different context and phenomena will create different methodological implication. As stated earlier in the article, the ideology analysis of Erin Brockovich Film Script create certain implication for the methodology, especially in Critical Discourse Analysis on textual analysis to social research. Through understanding its 'hybrid theme' that relates text and social context, create the different meaning of the text, language and discourse. The texts are no longer considered as the printed or written, the enrichment of forms added to facilitate the variety of social problems. Further language have vice versa relation with the society as a socially shaped and shaped the society. The last is the understanding of discourse developed into the study of social problem through language used and manifested in texts.

As a further implementation of Critical Discourse Analysis, it reflects the intertwined method in analysing the text, language and discourse through the intertextuality in organization communication. The deeper analysis on describing the communication process and organization symbolism, as categorized to be language and text relation in revealing the power and ideology within the organization.

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