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There are three views on discourse analysis. The first view is represented positivism-empirical. According to them, the analysis of discourse describes the rules of sentences, language, and mutual understanding. Discourse is measured by consideration of truth or untruth according to syntax and semantics (the point of concern is based on the correctness of language grammatically). Called Content Analysis (quantitative) The second view is called constructivism. This view places the analysis of discourse as an analysis to dismantle certain intentions and meanings. Discourse is an attempt to reveal the hidden intent of the subject that raises a question. Disclosure is done by placing himself in the position of the speaker with an interpretation following the structure of the meaning of the speaker. It's called discourse analysis. The third view is referred to as a critical view. The analysis of discourse in this paradigm emphasizes the constellation of forces that occur in the process of production and reproduction of meaning. Language is not understood as a neutral medium located outside the speaker. Language is understood as a representation that plays a role in shaping a particular subject, the themes of certain discourses, as well as the strategies in it. Therefore the analysis of discourse is used to dismantle the powers that exist in each language process; the limits of what is allowed to be discourse, the perspective to be used, what topics to talk about. Discourse sees language as always involved in power relations. Because it uses a critical perspective, the analysis of this category discourse is also called critical discourse analysis. This is to distinguish with discourse analysis in the first and second categories (discourse analysis). In this study will limit in terms of analysis of critical discourse. Especially in the discourse analysis of the Teun A. van Dijk model. To examine the meanings in the language used by the candidates of Pilgub in Surabaya 2008 while campaigning. Both on the internet, banners, panlets, therikers, and newspapers. Start your review of Discourse Analysis: Introduction to Media Text Analysis is an old newly printed book. and this book is my first introduction to discourse analysis. here I want to thank the author! [emang follow in goodreads? he.. he..] the position of the media when being the mediator between the sender of the message and the recipient, is not neutral. media as a third party who has the role of presenting, packaging the message to the recipient, can form a certain impression or tendency, without the reader or recipient of the message aware of it. pilhan said, this milk is an old book printed recently. and this book is my first introduction to discourse analysis. here I want to thank the author! [emang follow in goodreads? he.. he..] Position being the mediator between the sender of the message and the recipient, is not neutral. media as a third party who has the role of presenting, packaging the message to the recipient, can form a certain impression or tendency, without the reader or recipient of the message aware of it. the choice of words, sentence arrangement, choice of image, and its place.. message. media when it serves as a medium, it itself already has an interest. Can't be free of him. how is the role of such a media operated? this book gives an example of the analysis or dissection of the media, both the text and the image, of the mass media in Indonesia. this book I applaud for taking examples from the country itself, although the theories take a lot from the west. specifically on the thought of teun van dijk. apparently this book is very sellable, the proof is this 2011 edition is the 9th print that is away from its first edition in 2001. Lha emang good kok... Pantes dah! ... more This book is a methodological and theoretical introduction to the analysis of discourse, especially the analysis of media text. Discourse analysis is an alternative to the stalemates in media analysis that have so far been dominated by conventional content analysis with its positivist and constructivist paradigms. Through the analysis of this discourse, we will know how and why the message was presented. In this book put forward important concepts in the analysis of discourse, the figures of the thinkers, the approach of yan This book is a methodological and theoretical introduction to the analysis of discourse, especially the analysis of media text. Discourse analysis is an alternative to the stalemates in media analysis that have so far been dominated by conventional content analysis with its positivist and constructivist paradigms. Through the analysis of this discourse, we will know how and why the message was presented. In this book put forward important concepts in the analysis of discourse, the figures of thinkers, the approach used, and equipped with examples of the application of socio-political context discourse analysis in Indonesia. ... more This book tries to get out of the mainstream communication studies that exist in this country y6ang tend to be conservative. Not only dissecting the text but the background of why the text appears. on its development now in some campuses instead becomes a course What eriyanto explained as long as I read quite complete and clear. The language is not boring, it's just that I'm lazy to read it. And finally... I finished reading the book.... This review has been hidden because it contains spoilers. To view it, click here. the book is theoretical anyway, good for the reference of learning analysis.... 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