DISCURSIVE STRATEGIES ON HEALTH FAKE NEWS IN HOAX-SLAYER WEBSITE

THESIS

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ENGLISH LETTERS DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM
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HOAX-SLAYER WEBSITE

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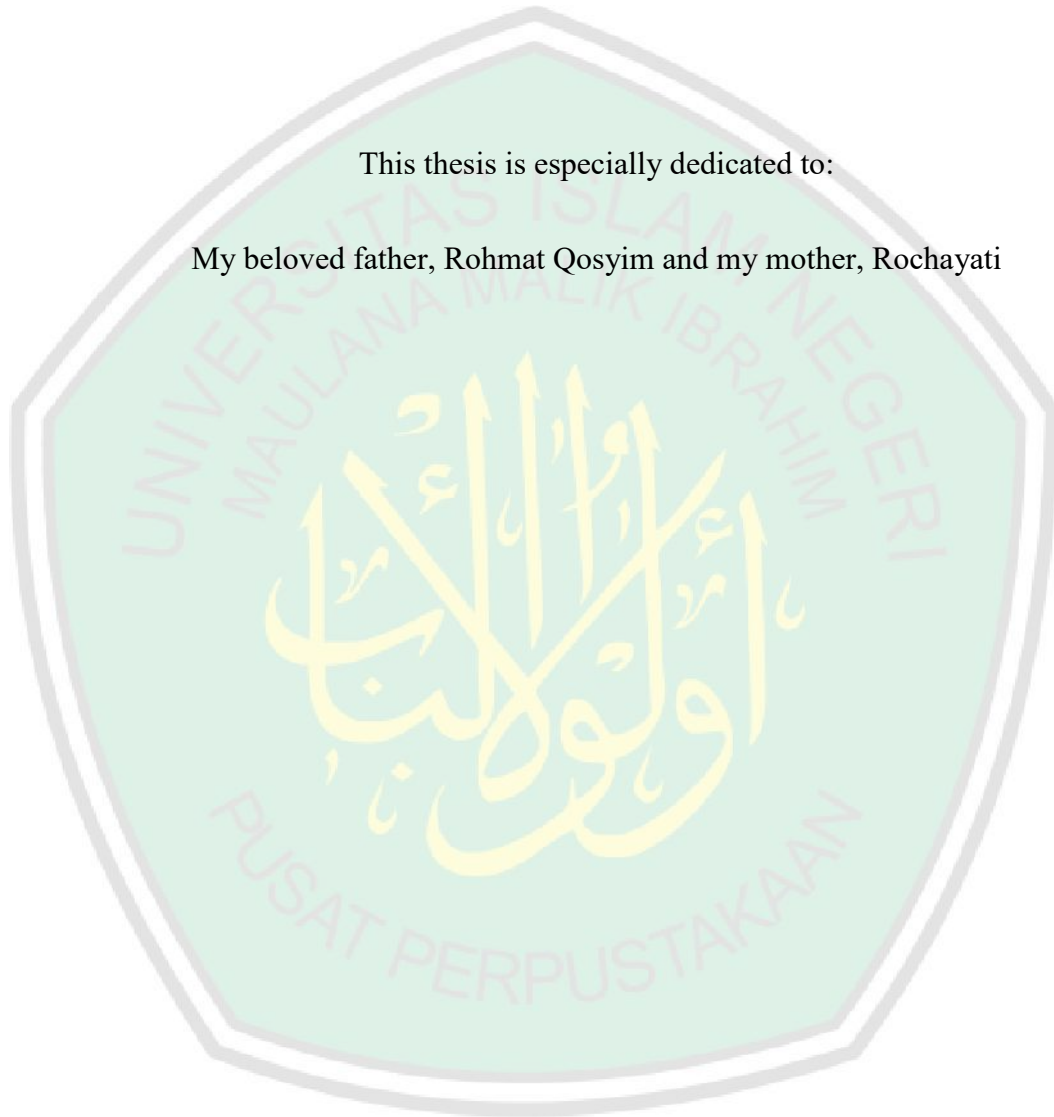
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MOTTO

Tell truth, not a lie

DEDICATION

This thesis is especially dedicated to:

My beloved father, Rohmat Qosyim and my mother, Rochayati

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In the name of Allah, the Beneficent and the Merciful. All praises and thanks are to Allah, the Master of the Universe. Peace is upon the prophet Muhammad SAW, the best role model in this world, and his household, his companions, and his faithful followers. Hopefully, he could give his hands to us in the hereafter.

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Malang, 26 June 2018

Akbar Ghifari Abdullah Muhammad

ABSTRACT

Muhammad, Akbar Ghifari Abdullah. 2018. *Discursive Strategies on Health Fake News in Hoax-Slayer.* Thesis. English Letters Department. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Vita Nur Santi, M.Pd

News is one of the most sought-after media for getting the latest information. Today, the crossing of information is easy with the appearance of social media. Information can be conveyed without long periods of time. However, this ease of news delivery is often misused by certain parties with information that cannot be substantiated. By relevance, the term fake news or it is often called a hoax is appeared. Fake news can be accessed easily but sometimes the content has not been validated. Therefore, this study examines discursive strategies that contain in fake news through a discourse approach.

The purpose of this study is to analyze the discursive strategies by using news discourse approach. The data flow stages include data collection and data analysis from the identified data. The data were retrieved from the Hoax-Slayer website and categorized into eleven categories based on Van Dijk's news discourse. After categorizing, the data were analyzed by using discourse framework.

Based on the results of the analysis, the results show that the health fake news on the Hoax-Slayer website implements three discursive strategies that include capture strategies, credibility strategies, and dramatization strategies. The use of these strategies is to give the reader the impression that the news which is read is reliable news.

ABSTRAK

Muhammad, Akbar Ghifari Abdullah. 2018. *Discursive Strategies on Healthy Fake News in Hoax-Slayer.* Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing: Vita Nur Santi, M.Pd

Kata Kunci: strategi diskursif, diskursus, berita bohong

Berita merupakan salah satu media yang paling sering dicari oleh masyarakat untuk mendapatkan informasi terkini. Dewasa ini, penyebaran informasi sangatlah mudah dengan adanya media sosial. Informasi dapat disampaikan tanpa memerlukan waktu yang lama. Akan tetapi, kemudahan penyampain berita ini sering kali disalahgunakan oleh pihak-pihak tertentu dengan menyebarkan informasi yang kurang dapat dibuktikan kebenaranya. Oleh karenanya, munculah istilah berita bohong atau sering kali disebut dengan *hoax*. Berita bohong teramat mudah menyebar di masyarakat dan terkadang memiliki isi yang meresahkan pembaca. Oleh karena itu, penelitian ini bertujuan untuk mengkaji strategi diskursif yang terdapat di dalam berita bohong melalui pendekatan diskursus.

Tujuan penelitian ini yaitu menganalisa strategi-strategi yang digunakan pada berita bohong dengan menggunakan pendekatan diskursus berita. Tahap mengumpulkan data meliputi identifikasi data dan analisa data yang telah teridentifikasi. Data didapatkan dari situs daring Hoax-Slayer yang kemudian akan dikategorikan menjadi sebelas kategori berdasarkan teori diskursus Van Dijk. Kemudian, data yang telah didapatkan akan dianalisa menggunakan teori berita sebagai diskursus milik Van Dijk.

Berdasarkan hasil analisa, diperoleh hasil bahwa berita bohong menerapkan tiga strategi diskursif yang meliputi strategi penangkapan, strategi kredibilitas dan strategi dramatisasi. Penggunaan strategi-strategi tersebut digunakan untuk memberikan kesan kepada pembaca bahwa berita yang sedang mereka baca merupakan berita yang terpercaya.

المحمد ، أكبر غيفاري عبد الله. 2018. استراتيجيات استكشافية على أخبار وهمية وهمية في خادمة-القاتل. أطروحة. قسم الأدب الإنجليزي. كلية العلوم الانسانية. جامعة مولانا مالك الإسلامية الحكومية الإسلامية - مالانج.

المستشار: فيتا نور سانتي

الكلمات المفتاحية: الاستراتيجيات الخطابية ، الخطاب ، الأخبار الكاذبة

الأخبار هي واحدة من وسائل الإعلام التي يسعى الجمهور في معظم الأحيان للحصول على أحدث لمعلومات. اليوم ، نشر المعلومات سهل للغاية مع وجود وسائل الاعلام الاجتماعية. يمكن تسليم المعلومات دون أخذ وقت طويل. ومع ذلك ، غالباً ما يتم إساءة استخدام هذه الأخبار بسهولة من قبل بعض الأطراف عن طريق نشر معلومات لا يمكن إثبات صحتها. لذلك ، فإن مصطلح الأخبار يكمن أو غالباً ما يسمى خدعة. تنتشر الأخبار الكاذبة بسهولة في المجتمع وفي بعض الأحيان محتوى يزعج القارئ. لذا ، تهدف هذه الدراسة إلى دراسة الاستراتيجيات الخطابية الواردة في الأخبار الكاذبة من خلال نهج الخطاب.

الغرض من هذه الدراسة هو تحليل الاستراتيجيات المستخدمة في الأخبار الكاذبة باستخدام نهج خطاب الأخبار. تتضمن مرحلة جمع البيانات تحديد البيانات وتحليل البيانات التي تم تحديدها. تم الحصول على الإنترنت والتي سيتم تصنيفها بعد ذلك إلى أحد عشر فئة Hoax-Slayer على البيانات من موقع ثم ، سيتم تحليل البيانات التي تم الحصول عليها باستخدام نظرية .Van Dijk استنادًا إلى نظرية خطاب الأخبار كخطاب فان ديجك.

استناداً إلى نتائج التحليل ، تظهر النتائج أن الخدع تطبق ثلاثة استراتيجيات استطرادية تشمل استراتيجيات الاعتقال ، واستراتيجيات المصداقية واستراتيجيات التمثيل. يستخدم استخدام هذه الاستراتيجيات لإعطاء القراء الانطباع بأن الأخبار التي يقرأونها هي أخبار موثوقة.

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CHAPTER I

INTRODUCTION

This chapter deals with the background of the study, research problems, objective of the study, scope, and limitation, significances of the study, definition of key terms, and research method.

1.1 Background of the Study

The fundamental function of every language system is to link meaning and expression of someone's thought and feeling to provide verbal expression. In doing such, it is required for the speakers to use the rules in constructing sentences, which is called grammar. A grammar can be viewed as a coin whose two sides are expression and meaning and whose task is to systematically link the two. However, language has a third face, which is important to produce and interpret utterances of sentences. That face is called as context. The speaker can convey the speakers' expression in a particular context to get the intended meaning (Finnegan, 2004). The speaker will use discursive strategies to make the listener knows what he wants. It means that language main function is to reach the aim of communication and to influence other people. It does not mean that it is limited to verbal form but it is also applied to the written form.

Written language can influence their reader by showing the "interpretation of context". It depends on how the writer delivers the content of the writing. There are a lot of types of writing language, such as novels, poems, lyrics, and news. Nowadays, writing and publishing the writing is easy, because of the appearance

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of social media, anyone can write, compose and publish news. The boundaries between news production and information creation and sharing are gradually blurring in the current online news environments and social media (Chen, et al, 2015).

It is often that people find and read news from various news sources such as online media. The news that is read by the readers often delivers all kinds of information, which are indeed quite risky to rely on as credible news. Hence, it is easy for someone to make a fabricate news without any fact and use it for a specific purpose. The examples are "Final Election 2016 Numbers: Trump won both popular (62.9M-62.2M) and Electoral College" which are published news by 70news which are not true. As it is known that in social media, everyone has his or her freedom to express his or her ideas regardless of his or her social status and identity. Consequently, everyone can express or make his or her own news without even following journalism ethics, such as truthful and responsible. Therefore, it is not strange to find news that is not credible. Some components need to be fulfilled to make a credible news (Farooq, 2015).

The first component is accuracy. It means that the news is based on the fact. Accuracy means correctness not merely in general impression but also in details, hastily accuracy is a virtue to a news. The next component is balanced, which means that news should contain facts correctly, fairly, accurately and objectively. The third one is objectivity, which means the news should not be bias to specific side or being influenced by outside party. The fourth component is concise and

clear. It means that the news should not have unnecessarily additional information that can mislead the reader. The news must be united, concise, clear and simple. The last component is timeliness, which is current; is a new angle on events or a new trend.

News must only speak the truth, and to make it credible, it must be based on the fact. Those components, which have been explained previously, are needed to make good news but if the news is not based on the fact, it is hard to say that the news is credible and bona fide for its readers. When the news does not contain the factual component although it contains the other components, the news does not have a strong position as credible news. It is safe to say that the most important element for news is factual. News which is not based on the fact can be called as fake news because it does not provide the truth and it is the contrary of the main purpose of the news itself, which is tell the truth.

The term fake news has existed for a long time but there is no exact definition of it. Kai Shu, et al (2017) defined that fake news is news which is intentionally and verifiably false and could mislead the readers. There are two key features that define whether the news is fake or not. The first one is the authenticity of the news itself. It means that the news should have original content and based on the fact. The second one is its intention. The news can provide information, influence and form opinions of the readers. Hence, fake news is a news which has false information and dishonest intention to mislead the consumers.

This definition is able to eliminate the ambiguities between fake news and related concepts that are not considered as the fake news. The related concepts which are not considered as fake news are: (1) satire news with proper context, which has no intent to mislead or deceive consumers; (2) rumors that did not originate from news events; (3) conspiracy theories, which are difficult to verify as true or false; (4) misinformation that is created unintentionally; and (5) hoaxes that are only motivated by fun or to scam targeted individuals.

Nowadays, it is easy to find and read fake news on the internet. The contents of the news cannot be accounted for its validity. The purpose of the writer in writing fake news is varied. It can be used to provoke some parties in order to get the advantages, for example, the United States presidential election winner is affected by the spreading of fake news. Hence, it is needed for the reader to do news verification to avoid deceptive news. News verification aims to employ technology to identify intentionally deceptive news content online. Deceptive news, such as fake news and hoaxes, may be misleading or even harmful, especially when they are disconnected from their original sources and contexts.

There are many topics in fake news, such as politics and health. Some opinions on health issues but not all of them is true. Most of them are rumors which have been known widely because of urban legend. For example, there is an opinion about taking a bath in the middle of the night which will cause rheumatic. The truth is taking a bath in the middle of the night which will not cause

rheumatic because rheumatic happens because of many factors such as obesity, genetic and cigarette. There is a plenty of healthy news or rumors which is false. Hence, the writer interests in studying healthy news because the readers easily believe the content of the news.

In this study, the writer intentionally uses Hoax-slayer website as the data source of the study. Hoax-slayer is an online media which publishes various news topics. One of the topics which are posted online is health news. The writer intentionally chooses this online media because Hoax-slayer does not only provide credible news but also the news that the content is fake. It does not mean that the news is slipped through the editors of the media, but they purposely publish it with the actual news. Therefore, the readers can differentiate both the news.

The approach uses in this study is Discourse Analysis (DA) in the purpose of analyzing the discursive strategies used in healthy related fake news. Dijk (1988) explained that the purpose of discourse is to produce explicit and systematic, descriptions of units of language use. Such descriptions have two main dimensions, textual dimension, and contextual dimension. The approach selected in doing the study is Discourse Analysis with the Teun A. van Dijk news discourse analysis theory. This study uses that model because it will be more focus on examining the discursive strategies in the text.

Some linguistic branches such as semantics and syntax contribute to help the readers understanding the text. Syntax deals with the structure of phrases in a

sentence while semantics emphasizes meaning interpretation. In the news, the semantic feature such as the use of reference can be essential to understanding the concepts and things. By identifying the relation among sentence and how the fact from the sentence is interpreted, we can view the coherence in a text (Dijk, 1988). Having well comprehension on those linguistic branches is essential to reveal the message on the news. Thus, we must have good knowledge about the world. Dijk argued that when someone possesses good knowledge will have a better understanding of the text. When it is combined with understanding the use of reference, people may guess in the first attempt what the text talks about. Dijk called this 'strategic micro understanding' (Dijk, 1988).

Some previous studies concerning fake news detection and discursive strategies are used to support this study. The first previous study does research about the fake news detection on social media (Shu, et al, 2017). They concluded that analyzing fake news from traditional and social media are different. The second previous study is also discussing detecting fake news on online media. The study used linguistics approaches and network approach to detect fake news (Conroy, et al, 2015). The third previous study discusses the ideological concept of beauty on body care advertisements by Najiha (2015). She uses Fairclough's three-dimensional framework to elaborate the textual features used in the advertisements. Then, the fourth previous study done by Komarrudin (2014) discusses the critical analysis in Hillary Clinton's Speech. He also uses three levels of CDA on meanings.

There are many studies related to fake news and discursive strategies. However, the study that focuses on the connection of fake news and its technique to influence the reader is still rare to find. Hence, this study will focus on the discursive strategies used in the fake news to influence and attract readers' attention. Therefore, it is important to conduct this research to see how language power can influence the readers' opinion.

1.2 Research Question

Based on the background of the study above, the present study attempts to formulate the question on "how are the discursive strategies employed in fake news?"

1.3 Objective of the Study

Based on the research questions above, the objectives to be achieved in this study is to find out the discursive strategies used in the fake news article to influence the readers' opinion.

1.4 Scope and Limitation

In this study, the writer focuses on analyzing the language used in news articles using Dijk's news discourse analysis. In doing so, the writer takes news article from Hoax-slayer as the object of the study. Specifically, the news must be related with health because health issues are able to make ruckus amongst the readers. The news articles, which are used as the subject of the study, were taken

from news article that was posted in February. News as discourse framework theory was used as analyze tool.

1.5 Significances of the Study

By doing a research related to fake news detection, the researcher expects that the finding of the research is useful for many parties and this study supposed to give both theoretical and practical contributions. Theoretically, it is expected to be the empirical data, which support the theory on how to analyze health fake news through discursive strategies.

Practically, the findings of this study are expected to give additional knowledge about discursive strategies in fake news for the students of English Letters Department and the ones who study on fake news. It is hoped to be one of the references that can be used by further researchers to have better understanding about discursive strategies that used in health fake news.

1.6 Research Method

In this sub chapters, there will be some sections which will explain specific things – as its title – about the method used in this study which covers about research design, data sources, research instrument, data collection and data analysis.

1.6.1 Research Design

The study uses descriptive qualitative research design as it is designed to get deep understanding and analysis of any information concerning the discursive

strategies on fake news. This study is categorized as descriptive research because this study describes the fake news features.

1.6.2 Data Sources

The data source is obtained from Hoax-slayer news posts. The posts are fully written in well-structured English. The news writers have a varied background from a different area. Hoax-slayer has become one of the biggest news website, which provides various news from the different area. The website is managed by a community and also provides news verification.

The data of the research were taken from the news which posted on Hoax-slayer website in limited time. The data were selected based on the topic. The researcher uses healthy news as the main topic. The topic is limited on health news articles to obtaining trusted data. The researcher plans to select several trending to eat behavior news to obtain required data to do discursive strategies analysis on fake news.

1.6.3 Research Instrument

The implemented instrument of the research is a human instrument. The researcher will be the main instrument of the research. Another instrument that will be used for the research is text from news articles. The text will be observed and analyze to get the required data. He is utilized as a tool to analyze and observe the collected data to reveal contains. The researcher also will do note-taking to record the research objectives as a scientific record for the future references.

1.6.4 Data Collection and Data Analysis

The data of the study were collected and analyzed in the following steps. First, the researcher selected some health news articles from Hoax-slayer to obtain the required data and understood the scheme of composing the news article. Second, the researcher did note taking to underline the base of the news article. The last step is identifying the contents of data and to identify the discursive strategies used in the data.

In the process of analyzing the data, the writer did some steps. First, the researcher comprehended the fake news data. The next step was the data were analyzed using Dijk's news discourse analysis. Dijk's discourse analysis theory is the framework for analyzing the fake news text. By using this theory, the researcher intended to discover the textual characteristics used in the news. The writer was doing this to answer the research question. The next step was the discussion to support the theory and the previous studies. The last step was the researcher gave conclusions of this study.

1.7 Definition of Key Terms

To avoid misunderstanding among the readers, the definition of the important term written in this study needs to be elaborated.

1. Discourse Analysis: the study of the change in specific text, a focus about discourse, and social structuring of language.

2. Discursive strategies: the way in which discourse influences the recipients.

3. Fake news: the news written for misleading the reader and is not based on fact.

4. Health-related news means the news that discusses health.

5. Hoax-slayer is the online news website that is used as the data source of the study.

CHAPTER II

REVIEW OF RELATED LITERATURE

In this chapter, the researcher presents some theories which are related to the study. The discussion covers Discourse Analysis, T.A Van Dijk's Discourse Analysis, Text, and Fake News.

2.1 Discourse Analysis

Discourse Analysis is a term which is used in many disciplines with various interpretations. Najihah (2016) states that discourse analysis a branch of language study which has a complete unit whether in written or spoken form. Paltridge (2006) states that discourse analysis focuses on knowledge about language beyond the word, clauses, phrase and sentence that is needed for successful communication. Gee (2005) explains that "Discourse" is ways of combining and integrating language, actions interactions, ways of thinking, believing, valuing, and using various symbols, tools, and objects to enact a particular sort of socially recognizable identity. Discourse is not only a complete unit but also the unity of meaning. Widdowson (2007) states discourse is a study concerned on how people make meaning in texts and as social practice, whether simple or complex, all texts are the uses of language which are produced with the intention to refer to something for some purpose. Cook (1990) explains that discourse analysis examines how stretches of language, considered in their full textual, social and psychological context, become meaningful and unified for their users. In sum, referring to some theorist discourse analysis is a term used to

identify the stretch of language both spoken and written. It interprets and analyzes how language is used in society.

Van Dijk sees a text consisting of several structures in which each part supports each other. He divides it into three levels. First, the micro structure. This structure is the general meaning of a text that can be observed by looking at themes/topics put forward in a news. Second, superstructure, this structure is part of the discourse that is directly related to the framework of a text and how parts of the text are composed completely. Third, the micro structure, this structure is part of the meaning of a discourse that can be observed from a small part of a text word, sentence, proposition, clause, and paraphrase.

2.2. T.A Van Dijk's Discourse Analysis

Teun A. Van Dijk proposed new theoretical framework for the study of news. He stated that discourse analysis is an interdisciplinary discipline. It can be used to analysis the various context of discourse. This approach will focus on the structural of news discourse. In this study, the writer use models of Discourse Analysis introduced by van Dijk into three main structures: Macro Structure, which explore the general or global meaning of particular text by focusing on the topics of the text. The next is a sequence of the text such as how elements and structure of discourse are arranged in a full body of text. The last is microstructure, which concern with the local meaning by investigating and analyzing word, sentences, propositions, phrases and paraphrases (Dijk, 1988).

The structures of discourse can be simplified in the following tables:

Structures	Investigation	Units of Analysis
Macrostructure	**Thematic** (What is produced or said?) Elements: themes	Text
Super structure	**Schematic** (How is elements arranged in sequence?)	Text
Microstructure	**Semantics** (What does opinion which is delivered mean?) Elements: detail, assumption	Paragraph
	Syntactic (How is opinion produced?) Elements: coherence, sentence, pronoun.	Sentence and proposition
	Lexicon (what are words choice used?)	Word
	Rhetoric (In what way opinion is delivered?) Elements: style, metaphor, and image.	Sentence, proposition

The first category is theme which deals with the topic that is discussed. In reporting from hoax-slayer.com about the arsenic poisoning. The news writer focuses on the dangerous eating shrimp at the same time with taking vitamin C. Then, it is supported by the sub-theme, which is the production of arsenic in the body. It is proved by the statements in the news. The writer repeatedly wrote that it is dangerous to eat shrimp and taking vitamin C at the same time because it will produce arsenic.

The next one is a scheme which is related to the way of composing the news, how the writer places the information in the news. It will help the readers to imagine the news. It is followed by details which are dealing with the additional

information that will support the theme of the news. By giving the required additional information, the writer can convince the readers easier. The next category is style which determines the sentence form of the news.

2.3 Discursive Strategies

Foucault (1972) identified a set of strategies by which a discourse "constitutes its object". These strategies normalize certain subjectivities and exclude others. Strategies of normalization and exclusion may be recognized as comparing, ranking, classifying, hierarchizing, and dividing (Foucault, 1977). The strategies are used to convey the writer's idea to the readers and convince them that the idea is the truth. These strategies are used to influence the readers' point of view about the topics they read. Hence, the writer uses some strategies to attract the reader's attention to read the news article and these strategies are called discursive strategies.

Some people believe that strategies are not essentials in writing nor speaking, but some others believe that using discursive strategies are needed to achieve specific goals. The used of it may vary according to the speaker or writer and the context they are used. If the writer wants to achieve specific purpose, the use of discursive strategies is important and it is required a conscious preparation of discourse. The application of it is linked to the cultural and social context of the target. These strategies can be classified as: capture strategies, credibility strategies, dramatization strategies and controversial strategies.

Capture strategies are mainly purposed to attract and persuade the readers through the messages and change his opinions towards the desired one during the communication process. This strategy is generally used in commercial fields. Another strategy which is commonly used is credibility strategies. Credibility strategies is using resources, such as name of company or person, as a shield to reinforce and increase the level of credibility. This strategy mainly has an objective to give the writer a greater magnitude and importance when it comes to deal with the topics. The used figures in credibility strategies also can be used in dramatization strategies. The dramatization strategies target the assumption and the emotions and the readers. Controversial strategies are used to generate negative reactions towards the object of the topic. The purpose of it is making a rapid change in the receiver's perspective. This strategy usually includes the condition of a situation, a context as well as its participants.

2.4 Text

The text is a language tool to communicate. Widdowson (2007) stated that the simple texts serve an obvious utilitarian purpose: notices, labels, instructions are designed to be directly acted upon and to get things done. But of course, not all texts are so simple in form or straightforward in function. Sholichah (2008) stated that text can be said as the representation of discourse. Toward text is simply a convenient term to label the units of written language that we deal with every day, from notice to newspaper articles, album or CD sleeves notes, texts book or even cookery recipes.

Language users use text to convey and distribute their ideas or messages to other people. Through text, language user can influence other people by shaping their opinion based on the text they read. Text and sentence are interconnected, it depends on one another. It does not occur randomly. Text convey the concept and connect it to the meaning of the sentence. It is connected with the process of exchanging information between speaker and listener and it plays an important role.

Brown & Yule (1983) classified text into two types of text, namely spoken text and written text which is explained below:

2.4.1 Written Text

The notion of 'text' reaches beyond the reproduction of printed material in some further printed form. In each case, the 'text' will be held to have been reproduced if the words, the punctuation and, where relevant, the lineation are reproduced accurately (Brown & Yule, 1983). It does not mean that words or sentence which are written or printed on paper or other types of the pad can be called as written text. It should have meaning and punctuation before it is called as written text.

2.4.2 Spoken Text

The simplest view to assume the spoken text is that a tape-recording of a communicative act will preserve the 'text'. The tape-recording may also preserve

a good deal that may be extraneous to text (Brown & Yule, 1983). By those, spoken text is a transcription of speaking.

2.5 Fake News

Fake news is a fabricated news which contains flaws information. It does not contain facts but moreover, it used to shape public opinion towards something. Fake news can be a "weapon of war". The readers of fake news can misinterpret the news and they become more vulnerable to manipulate if they do not do fact-checking. Hence, it is required to do fake news detection and fact-checking to confirm the news is trustworthy.

Kai Shu, et al (2017) stated there are two definitions of fake news: 1. a narrow definition of fake news is news articles that are intentionally and verifiably false and could mislead readers. There are two key features of this definition: authenticity and intent. First, fake news includes false information that can be verified as such. Second, fake news is created with dishonest intention to mislead consumers. This definition has been widely adopted in recent studies. 2. Broader definitions of fake news focus on either authenticity or intent of the news content. Some papers regard satire news as fake news since the contents are false even though satire is often entertainment-oriented and reveals its own deceptiveness to the consumers. Other literature directly treats deceptive news as fake news, which includes serious fabrications, hoaxes, and satires.

Kai Shu, et al (2017) divided fake news into two types, fake news on traditional media and fake news on social media which are explained below:

1. Fake News on Traditional Media

   Fake news on traditional news media can be denoted as the fake news problem before the social media had important effects on its production and dissemination (Shu, et al, 2017). There are two foundations which trigger the appearance of traditional fake news, those are:

   a. Psychological foundations: Humans are naturally not very good at differentiating between real and fake news. Traditional fake news mainly targets consumers by exploiting their individual vulnerabilities. There are two majors factors which make consumers naturally vulnerable to fake news: (i) Naïve realism: consumers tend to believe their perceptions of reality are the only accurate views, while others who disagree are regarded as uninformed, irrational, or biased; and (ii) Confirmation biased: consumers prefer to receive information that confirms their existing views.

   b. Social foundations: The proliferation of fake news is supported by social environment because people tend to believe and information based on what they gain. Although the news is fabricated it gives them profits, they tend to believe it.

2. Fake news on Social Media

   Fake news on social media has two special characteristics which cannot be found in traditional media, those are:

a. Malicious accounts on social media for propaganda: Social media can be used easily, people only need to register their account. They even capable to make a fake account without proper information. Hence, it can be found a lot of social bots, cyborg users, and trolls. In a nutshell, these highly active and partisan malicious accounts on social media become the powerful sources and proliferation of fake news.

b. Echo chamber effect: users on social media tend to form groups containing like-minded people where they then polarize their opinion, resulting in an n echo chamber effect. The echo chamber effect facilitates the process by which people consume and believe fake news due to the following psychological factors: social credibility and frequency heuristic.

2.6 Previous Studies

In conducting this study, some previous studies on fake news and discursive analysis are used. The first previous study is from Kai Shu, et al (2017). They research about how to detect fake news in social media. The approaches they used are features extraction and model construction. The subject of the study is the data sets taken from BuzzFeedNews, LIAR, BS Detector and CREEDBANK. The result showed fake news are widely accepted by the social media users and has strong negative impacts on individual users and broader society.

The second previous study researched methods for finding fake news (Conroy, et al, 2015). The aim of the study is to find the methods to detect fake news. This study uses linguistics approach and network approach as the framework. The finding indicates that linguistics and network-based approaches have shown high accuracy results in detecting fake news within limited domains.

The third previous study is the ideological concept of beauty reflected on body care advertisements (Najihah, 2016). In this study, Najihah (2016) used three-dimensional approach by Fairclough to elaborate the data. She found that the use of adjective has an important role in characterizing the product and describing the result after applying the products. The result also shows there are nine discursive strategies to promote the products advertised.

The fourth previous study discussed the meaning in Clinton's speech about women (Komarrudin, 2014). The approach he used is van Dijk's CDA model analysis. He found that Hillary emphasized the rights of women in each paragraph to influence the audiences. He also found that Hillary used specific words and propositions to enhance the topics.

Considering those previous studies above, in the present study, I decide to explore the discursive strategies in healthy fake news based on the following reasons. First, when mostly previous studies investigate more on the fake news detection, I want to explore more on the discursive strategies used in healthy fake news. Second, as Najihah (2016) studies on the discursive strategies in

advertisements, I choose fake news as the object of the study. Third, Teun A. Van

Dijk's discourse analysis will be used as the framework of the study.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter presents two sub headings; those are findings and discussion of discursive strategies on health fake news. First, the data obtained from the observation are analyzed in findings section in accordance with research question formulated. The result of findings is discussed later in the second section namely discussion section to have a comprehensive understanding of how the use of discursive strategies on health fake news.

3.1 Findings

This study aims at analyzing the discursive strategies that employed in fake news through Dijk's news as discourse (1998). The fragment which is analyzed is the structures and the discourse of fake news in published news from hoax-slayer.com.

1. **Datum 1**

Lemon – kills Cancer Cells

The surprising benefits of lemon!

Institute of Health Sciences, 819 N. L.L.C. Charles Street Baltimore, MD 1201.
This is the latest in medicine, effective for cancer!

Lemon (Citrus) is a miraculous product to kill cancer cells. It is 10,000 times stronger than chemotherapy. You can now help a friend in need by letting him/her know that lemon juice is beneficial in preventing the disease. Its taste is pleasant and it does not produce the horrific effects of chemotherapy. How many people will die while this closely guarded secret is kept, so as not to jeopardize the beneficial multimillionaires large corporations? As you know, the lemon tree is known for its varieties of lemons and limes. You can eat the fruit in different ways: you can eat the pulp, juice press, prepare drinks,

sorbets, pastries, etc. It is credited with many virtues, but the most interesting is the effect it produces on cysts and tumors. This plant is a proven remedy against cancers of all types. Some say it is very useful in all variants of cancer. It is considered also as an anti-microbial spectrum against bacterial infections and fungi, effective against internal parasites and worms, it regulates blood pressure which is too high and an antidepressant, combats stress and nervous disorders.

The source of this information is fascinating: it comes from one of the largest drug manufacturers in the world, says that after more than 20 laboratory tests since 1970, the extracts revealed that: It destroys the malignant cells in 12 cancers, including colon, breast, prostate, lung, and pancreas. The compounds of this tree showed 10,000 times better than the product Adriamycin, a drug normally used chemotherapeutic in the world, slowing the growth of cancer cells, and what is even more astonishing: this type of therapy with lemon extract only destroys malignant cancer cells and it does not affect healthy cells.

Institute of Health Sciences, 819 N. L.L.C. Cause Street, Baltimore, MD1201 (Christensen, Is Lemon A Cancer Killer That is 10,000 Times Stronger Than Chemotherapy?, 2018)

The first datum is a fake news that contains information on how lemon can cure cancer. From the title of the news, and how the author composes the news, it is seen that the author want to give an alternative information that there is another way to cure cancer besides going to and having treatment from a doctor.

Relying on the research question, the analysis firstly focuses on the theme that is used in the news. The author focused on the benefits of lemon in killing cancer cells. The author elaborated that lemon can be the alternative medicine to cure cancer. Then, it is supported by the subtheme, which is lemon has a good taste and does not give side effects. The theme can be found in this sentence:

> *"Lemon (Citrus) is a miraculous product to kill cancer cells. It is 10,000 times stronger than chemotherapy."*

and the subtheme is contained in this sentence:

"You can now help a friend in need by letting him/her know that lemon juice is beneficial in preventing the disease. Its taste is pleasant and it does not produce the horrific effects of chemotherapy."

The author wants to emphasize through the theme and the subtheme that lemon is beneficial for health, especially in killing cancer cells. The author wants to convince the readers by giving mere imagination on the taste of lemon and how easy to get it.

Secondly, the scheme of the news will be analyzed. The scheme is divided into two parts; the first part is a headline that gives an initial summary of the news. In this case, the author opened the news by giving the reader a statement that lemon can kill cancer cells. *"Lemon (Citrus) is a miraculous product to kill cancer cells. It is 10,000 times stronger than chemotherapy."*

Afterward, the author followed it with a lead that explained about lemon's benefits for humans' health. *"You can now help a friend in need by letting him/her know that lemon juice is beneficial in preventing the disease."* First, the author tried to give the readers a general information on the lemon's function. Next, the author gave a statement that the reasons we do not know the benefits of lemon because some laboratories wanted to make huge profits from synthetic medicines. Then, he gave a statement that we can help each other from giving him or her

lemon juice because it is beneficial for health. That sentence became the lead because it expresses the major topic of the news and supports the headline.

The next thing to be analyzed is the background of the news. The news author agreed that consuming lemon could kill the cancer cells. It can be seen from the news schemes in which the author gave several statements about lemon can kill cancer cells. The news headline is "*Lemon – kills cancer cells*", it generates the idea that lemon can cure cancer although it is a mere fruit. It is followed with a statement that it has a stronger effect than chemotherapy "*Lemon (Citrus) is a miraculous product to kill cancer cells. It is 10,000 times stronger than chemotherapy.*"

The author tried to lead the readers' opinion with those two opening sentences. He wanted the readers to believe that lemon can truly kill cancer cells. Moreover, he also wrote that lemon contains anti-microbial spectrum that can fight bacteria and fungi. He strengthens it with the information that is has been tested by more than 20 laboratories.

> *"You can now help a friend in need by letting him/her know that lemon juice is beneficial in preventing the disease. Its taste is pleasant and it does not produce the horrific effects of chemotherapy."*

> *"You can eat the fruit in different ways: you can eat the pulp, juice press, prepare drinks, sorbets, pastries, etc… It is credited with many virtues, but*

the most interesting is the effect it produces on cysts and tumors. This

plant is a proven remedy against cancers of all types."

The sentences above gave more details on the benefits of lemon that people do not know. At the beginning of the news, the author exposed the secret of lemon usage. Then it is followed with the supporting sentence that lemon is easy to find and being processed. The author tried to build up the readers' opinion that lemon can kill cancer cells.

The purpose of the text is to inform the readers that lemon as an alternative medicine to cure cancer. The sentence that shows it is:

"Lemon (Citrus) is a miraculous product to kill cancer cells. It is 10,000

times stronger than chemotherapy."

"You can now help a friend in need by letting him/her know that lemon

juice is beneficial in preventing the disease."

"This type of therapy with lemon extract only destroys malignant cancer

cells and it does not affect healthy cells."

By giving those statements, the author wanted to show the readers that lemon is beneficial for health. He also stated that it had been tested by several laboratories.

"... more than 20 laboratory tests since 1970, the extracts revealed that: It

destroys the malignant cells..."

The author also attached it at the beginning and the end of the news a health institute name to strengthen his argument.

"Institute of Health Sciences, 819 N. L.L.C. Cause Street, Baltimore, MD1201"

The news also contains several coherences. In the first paragraph, the author stated, "*Why do we not know about that? Because there are laboratories interested in making a synthetic version that will bring them huge profits.*" Those two sentences show a cause and effect relation. In the first sentence, the author question why common people do not know the benefits of lemon, then he answered it with the second sentence. He wanted to tell people that some party wants to hide the fact to gain huge profits.

In the same paragraph, there is also another coherence. "*It is credited with many virtues, but the most interesting is the effect it produces on cysts and tumors.*" These sentences wanted to show the readers that lemon has many beneficial things for the health. It is emphasized on its effect to cure cyst and tumors.

The news is written in a deductive paragraph. The main idea is stated at the beginning of the news. The main idea of the news is *"Lemon (Citrus) is a miraculous product to kill cancer cells. It is 10,000 times stronger than chemotherapy."* Then the author gave several statements to support the main idea such as, *"You can now help a friend in need by letting him/her know that lemon*
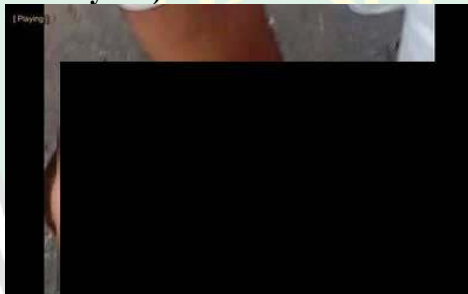
juice is beneficial in preventing the disease." and *"This plant is a proven remedy against cancers of all types. Some say it is very useful in all variants of cancer."*

This news also contains presumption. The presumption can be found at the beginning of the paragraph; *"It is 10,000 times stronger than chemotherapy."* This sentence is a presumption because it is not supported by valid data. In fact, there are no medical studies that validate this claim. This is a presumption of the author to exaggerate the benefits of lemons. He wanted to make the readers believed with the idea that lemon can kill cancer cells.

2. Datum 2

Subject: FW: Please read if you eat shrimps – Very Educative
— YOU MAY POISON YOURSELF ACCIDENTALLY (I didn't know this myself)

A woman suddenly died unexpectedly with signs of bleeding from her ears, nose, mouth & eyes.

After a preliminary autopsy, it was diagnosed that death was due to arsenic poisoning.

Where did the arsenic come from?

The police launched an in-depth and extensive investigation. A medical school professor was invited to come to solve the case.

The professor carefully looked at the contents from the stomach. In less than half an hour, the mystery was solved.
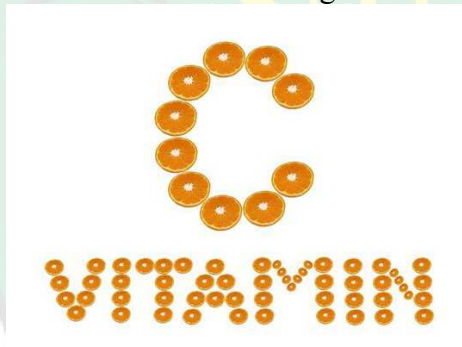
The professor said: 'The deceased did not commit suicide and neither was she murdered, she died of accidental death due to ignorance!' Everyone was puzzled, why accidental death? The professor said: 'The arsenic was produced in the stomach of the deceased.' The deceased used to take 'Vitamin C' every day, which in itself is not a problem. The problem was that she ate a large portion of shrimp/prawn during dinner. Eating shrimp/prawn is not the

problem that's why nothing happened to her family even though they had the same shrimp/prawn. However at the same time, the deceased also took 'vitamin C', that is where the problem was!

Researchers at the University of Chicago in the United States, found through experiments, food such as soft-shell contain a much higher concentration of five potassium arsenic compounds.

Such fresh food by itself has no toxic effects on the human body. However, in taking 'vitamin C', a chemical reaction occurs and the original non-toxic elements change to toxic elements.

Arsenic poisoning has magma role and can cause paralysis to the small blood vessels. Therefore, a person who dies of arsenic poisoning will show signs of bleeding from the ears, nose, mouth & eyes. Thus as a precautionary measure,

DO NOT eat shrimp/prawn when taking 'vitamin C'.
After reading this; please do not be stingy. Forward to your friends (Christensen, Hoax – Eating Shrimp and Taking Vitamin C Can Cause Death by Arsenic Poisoning, 2018)

In this news, the theme that is being discussed is about arsenic poisoning. The author focused on the dangerous eating shrimp at the same time with taking vitamin C. Then, it is supported by the sub-theme, which is the production of arsenic in the body. It is proved by the statements in the news. The author

repeatedly wrote that it is dangerous to eat shrimp and taking vitamin C at the same time because it will produce arsenic. The sentences to prove it are:

> *"The arsenic was produced in the stomach of the deceased.' The deceased used to take Vitamin C every day, which in itself is not a problem. The problem was that she ate a large portion of shrimp/prawn during dinner."*

> *"Researchers at the University of Chicago in the United States found through experiments, food such as soft-shell contain a much higher concentration of five potassium arsenic compounds. Such fresh food by itself has no toxic effects on the human body. However, in taking 'vitamin C', a chemical reaction occurs and the original non-toxic elements change to toxic elements."*

The scheme of the news is divided into two parts, the first part is a headline that gives brief explain what the news about. In this case, the author opened the news by giving the reader a story about woman's sudden death.

"*A woman suddenly died unexpectedly with signs of bleeding from her ears, nose, mouth & eyes. After a preliminary autopsy, it was diagnosed that death was due to arsenic poisoning.*"

Then it is followed with a lead that explained on how the arsenic poisoning can occur.

"*Researchers at the University of Chicago in the United States found through experiments, food such as soft-shell contain a much higher concentration of*

five potassium arsenic compounds. Such fresh food by itself has no toxic effects on the human body. However, in taking 'vitamin C', a chemical reaction occurs and the original non-toxic elements change to toxic elements."

The background of the news is the author agreed that eating vitamin C after eating shrimps will cause sudden death. It is seen from the news scheme. The author provided a story with a case of woman's death after eating vitamin C in the same time with eating shrimp.

"Eating shrimp/prawn is not the problem that's why nothing happened to her family even though they had the same shrimp/prawn. However at the same time, the deceased also took 'vitamin C', that is where the problem was!"

Then, he provided some proofs;

"Researchers at the University of Chicago in the United States, found through experiments, food such as soft-shell contains a much higher concentration of five potassium arsenic compounds."

"However, in taking 'vitamin C', a chemical reaction occurs and the original non-toxic elements change to toxic elements."

The author used those two statements above to strengthen his argument that eating shrimp and taking vitamin C in the same time is dangerous. However, it is not true that vitamin C can change nontoxic elements in the food to arsenic

thereby causing poisoning and death. Vitamin C does not possess properties that allow it to magically transform nontoxic elements into arsenic.

> "*A woman suddenly died unexpectedly with signs of bleeding from her ears, nose, mouth & eyes. After a preliminary autopsy, it was diagnosed that death was due to arsenic poisoning.*"

> "*Eating shrimp/prawn is not the problem that's why nothing happened to her family even though they had the same shrimp/prawn. However at the same time, the deceased also took 'vitamin C', that is where the problem was!*"

The details that are exposed by the news author is the condition of the woman to support the topics that can be analyzed from the sentences above. At the beginning of the news, the author explained that a woman suddenly died with signs of bleeding from her ears, nose, mouth & eyes. Then it is followed by a supporting sentence that the death was caused by arsenic poisoning that happened because she ate shrimp after taking vitamin C. He tried to build up an opinion that the woman's death happened because of arsenic poisoning and the signs support it.

The author exposed the text purpose explicitly, he did not foreshadow the text purpose. The purpose of this news is to inform that eating shrimp and vitamin C can cause death. It can be seen from this paragraph:

> "*Researchers at the University of Chicago in the United States found through experiments, food such as soft-shell contain a much higher*

concentration of five potassium arsenic compounds. Such fresh food by itself has no toxic effects on the human body. However, in taking 'vitamin C', a chemical reaction occurs and the original non-toxic elements change to toxic elements."

He explained that the soft-shell food itself is not dangerous but if it is combined with vitamin C, it will trigger a chemical reaction. The author stated repeatedly that it is dangerous to consume shrimps and vitamin C at the same time. Hence, it is assumed that the purpose of the text is explicitly exposed.

Some coherence can be discovered in the news. The first sentence that contains coherence is, "*Eating shrimp/prawn is not the problem that's why nothing happened to her family even though they had the same shrimp/prawn. However at the same time, the deceased also took 'vitamin C', that is where the problem was!"* The paragraph is composed of 2 sentences, and those sentences are not related. However, it is connected by the conjunction "*however*". It shows a cause and effect relation between the first sentence and the second one.

The second one is, "*Such fresh food by itself has no toxic effects on the human body. However, in taking 'vitamin C', a chemical reaction occurs and the original non-toxic elements change to toxic elements."* The sentences are also connected by the conjunction "*however*" and it also gives a cause and effect vibe.

The negation can be found in the same sentence as the purpose of the news. The author initially stated that "…*eating shrimp is safe although it contains a higher concentration of five potassium*". However, he stated that in the following

sentence it is dangerous to *eat shrimp in the same time in taking vitamin C*. The author negated the statement in which the shrimp are safe to eat with giving another statement that it is dangerous.

Sentence form of the news is written in deductive sentence. Mostly, the sentence exposed the main idea at the beginning of the sentence. Such as: "*The arsenic was produced in the stomach of the deceased.*" This sentence stresses the main idea is *"the arsenic was produced"* and it is followed by the subordinate clause "*in the stomach of the deceased.*" The sentence is written in the passive form too. It can be changed into active form "*The stomach of the deceased produced the arsenic.*" Both of the sentences, in passive and active form, have the same meaning. However, the passive sentence has more effect for the reader than the active one. It directly gives the reader that *the arsenic* is the cause.

The news author also stated, "*Arsenic poisoning has magma role and can cause paralysis to the small blood vessels.*" In this sentence, the main idea is to place in front of the sentence. Although it does not use passive form, the writer of the news still emphasized that arsenic is the reason for the death. If he changed the sentence form into inductive form, the sentence will have less impact for the reader.
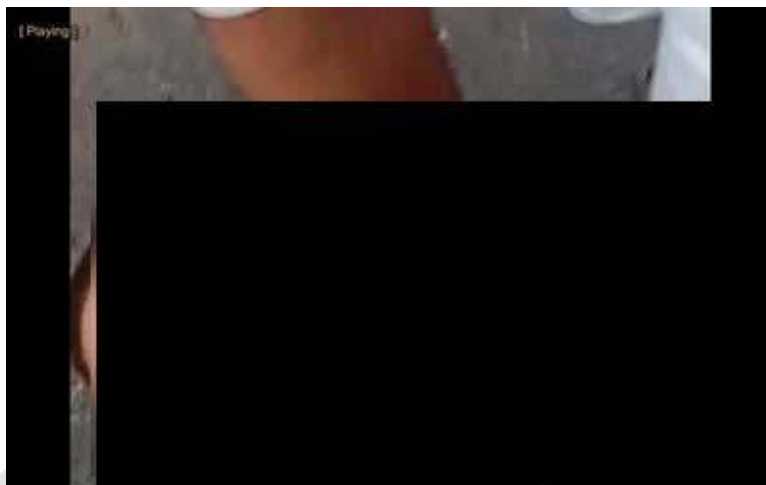
In this news, the author did not use specifics pronoun that has a specific impact for the reader in the news because the news exposed about things (arsenic, vitamin c, shrimp) and it does not include pronouns that can affect the readers' opinion.

The news author also used several words to change the meaning or emphasize the feel of the sentence. In the sentence *"In less than half an hour, the <u>mystery</u> was solved."* He could use another word such as a *case* or *problem* to change the word *mystery.* However, he chose to use *mystery* to show that it is strange and mysterious.

The author also wrote, "*Arsenic poisoning has <u>magma</u> role and causes paralysis to the small blood vessels."* He also selected word *magma* in his statement although it can use another word such as *burnt*. He chose to use the word *magma* to give the readers depiction of how to hurt to have arsenic poisoning.

The presumption can be found in the paragraph, "*Arsenic poisoning has magma role and can cause paralysis to the small blood vessels. Therefore, a person who dies of arsenic poisoning will show signs of bleeding from the ears, nose, mouth & eyes."* The presumption is "*Therefore, a person who dies of arsenic poisoning will show signs of bleeding from the ears, nose, mouth & eyes."* The reader will believe this statement, although there is no evidence that can prove that statement. Moreover, at the beginning of the news, the author provided an image of a bleeding woman on the face.

The graphic that used to support the main idea of the news is a picture. At the beginning of the news, the writer provides the reader with a picture of woman's face covered with blood to give the readers imagination of how the arsenic destroy the body.

3. Datum 3

Optical mouse can cause cancer

The convenience of using optical mouse eventually coz dangerous side effect. Three years after the first launch by Microsoft, have been found thousand of cases – hands tissue coz by mouse radiation.

Optical Mouse works by release Electromagnetic high frequency to the lower surface under it. This frequency much more higher than the frequency use for handphone.

As it has been known that human hand and wrist contains lot of important nerve connected to brain.

According to WHO, the radiation from Optical Mouse is 5 times stonger than using handphone.

These radiation is even worse for those product with lower quality (non branded mouse), since they use weaker shield to protect customer wrist. WHO, GreenPeace, and CNN have stopped the usage of Optical mouse in their whole office.

Meanwhile Microsoft and IBM have allocate 2 billion of US Dollar, in joint venture to make a safer pointing device.

Big Hardware Industries in China and Taiwan are trying to hide all fact related to this things. While in the market, most of optical mouse sold old were coming from their product.

To avoid this, try to reduce using mouse. learn how to use hotkey (i.e. Ctrl-V, CTRL-C for paste and copy) Use back your old model of mouse (

with the tracking ball). (Christensen, Optical Mouse Cancer Warning Hoax, 2017)

This news main theme is the dangerous side effect of using optical mouse. The optical mouse can damage hands tissue because of its radiation. Supporting the main theme, the subtheme contains information big company like WHO,GreenPeace and CNN do not use the optical mouse in their office.

"*The convenience of using optical mouse eventually coz dangerous side effect. Three years after the first launch by Microsoft, have been found thousand of cases – hands tissue coz by mouse radiation.*"

Analytically, the news emphasizes on the damage of optical mouse. This description gives readers specific view about an optical mouse which is it is dangerous for health because it can damage the hand tissue with its radiation.

The scheme of this news is divided into two parts; a headline and explanation. The lead can be found in the first paragraph which is the same paragraph with the theme of the news. Then, it is followed by an explanation in the second paragraph on how the optical mouse works and how it can affect the health.

"*Optical Mouse works by release Electromagnetic high frequency to the lower surface under it. This frequency much higher than the frequency used for handphone.*"

The news background is optical mouse can give dangerous side effect for health. The news scheme also supports the background of the news. The news headline is "*Optical mouse can cause cancer.*" This headline gives the readers

impressions that optical mouse actually give have side effects and it is not safe. The background also supported statements that give more information about it.

"*Optical Mouse works by release Electromagnetic high frequency to the lower surface under it. This frequency much higher than the frequency used for handphone.*"

"*According to WHO, the radiation from Optical Mouse is 5 times stronger than using handphone.*"

The statements provided above clearly give the additional information to support the background. Those statements also give more details on how the mouse can affect the health. The first supporting statement shows that the optical mouse is dangerous because of release electromagnetic high frequency. This description gives reader specific impression about optical mouse's side effect which is dangerous. The second statement gives more details about the radiation strength. It gives the readers information that the radiation is five times stronger than a mobile phone.

Explicitly, the news contains information on how dangerous the optical mouse for health. The news does not foreshadow its purpose because every paragraph of the news contains information on how dangerous optical mouse is. The news also used some big company names to give the specific impression to the reader which is even big companies do not use an optical mouse because it is dangerous.

This news also uses a coherence in its writing. The function of the coherence is to show the negation from the sentence. Despite knowing the fact that the optical mouse is dangerous, hardware industries still sell millions of optical mouse.

"Big Hardware Industries in China and Taiwan are trying to hide all fact related to this things. While in the market, most of the optical mouse sold old were coming from their product."

Critically, the news gives impressions to the readers which are hardware companies already know the side effect but they still sell the optical mouse. The conjunction "*while*" is used to emphasize the current condition which is hardware companies sell optical although it is dangerous for the consumers.

The news is written in deductive paragraph form. The main idea of the news is exposed in the beginning of the sentence. *"The convenience of using optical mouse eventually coz dangerous side effect."* is the main idea of the first paragraph. Afterward, it is followed by subordinate clause. It is also written in active form because it is giving information and facts.

4. Datum 4

LEFTOVER ONIONS ARE POISONOUS!

I have used an onion which has been left in the fridge. Sometimes I don't use a whole one at one time, so I save the other half for later. Now with this info, I have changed my mind. I will buy smaller onions in the future. I had the wonderful privilege of touring Mullins Food Products, makers of mayonnaise. Mullins is huge and is owned by 11 brothers and sisters in the Mullins family. My friend, Jeanne, is the CEO.

Questions about food poisoning came up, and I wanted to share what I learned from a chemist.

The guy who gave us our tour is named Ed. He's one of the brothers. Ed is a chemistry expert and is involved in developing most of the sauce formula. He's even developed sauce formula for McDonald's.

Keep in mind that Ed is a food chemistry whiz. During the tour, someone asked if we really needed to worry about mayonnaise. People are always worried that mayonnaise will spoil. Ed's answer will surprise you. Ed said that all commercially-made mayo is completely safe.

"It doesn't even have to be refrigerated. No harm in refrigerating it, but it's not really necessary." He explained that the pH in mayonnaise is set at a point that bacteria could not survive in that environment. He then talked about the quintessential picnic, with the bowl of potato salad sitting on the table and how everyone blames the mayonnaise when someone gets sick. Ed says that when food poisoning is reported, the first thing the officials look for is when the 'victim' last ate ONIONS and where those onions came from (in the potato salad?). Ed says it's not the mayonnaise (as long as it's not homemade mayo) that spoils in the outdoors. It's probably the onions, and if not the onions, it's the POTATOES.

He explained, onions are a huge magnet for bacteria, especially uncooked onions. You should never plan to keep a portion of a sliced onion. He says it's not even safe if you put it in a zip-lock bag and put it in your refrigerator.

It's already contaminated enough just by being cut open and out for a bit, that it can be a danger to you (and doubly watch out for those onions you put in your hot dogs at the baseball park!)

Ed says if you take the leftover onion and cook it like crazy you'll probably be okay, but if you slice that leftover onion and put it on your sandwich, you're asking for trouble. Both the onions and the moist potato in a potato salad will attract and grow bacteria faster than any commercial mayonnaise will even begin to break down.

So, how's that for news? Take it for what you will. I (the author) am going to be very careful about my onions from now on. For some reason, I see a lot of credibility coming from a chemist and a company that produces millions of pounds of mayonnaise every year.

Please remember it is dangerous to cut onions and try to use it to cook the next day. It becomes highly poisonous for even a single night and creates toxic bacteria which may cause adverse stomach infections because of excess bile secretions and even food poisoning. (Christensen, False Claim – Onions are Magnets for Bacteria, 2017)

.This news is proposing an idea that leftover onion is magnet bacteria, especially cut open onions. It is dangerous because it will be contaminated with bacteria and will affect the health. Moreover, it is supported by the statement that contaminated onions can cause adverse stomach infections and food poisoning. The statements where the theme and sub-theme are placed in:

"*He explained, onions are a huge magnet for bacteria, especially uncooked onions. You should never plan to keep a portion of a sliced onion. He says it's not even safe if you put it in a zip-lock bag and put it in your refrigerator.*"

and,

"*Please remember it is dangerous to cut onions and try to use it to cook the next day. It becomes highly poisonous for even a single night and creates toxic bacteria which may cause adverse stomach infections because of excess bile secretions and even food poisoning.*"

The theme of the news is placed in the middle paragraph because the exposition is explaining another thing that relates to the main theme. The exposition is also a bridge to connect the theme with the author's opinion in the first paragraph.

This news is divided into three parts; the first part is exposition which the author gave his opinion about buying smaller onions. Then, it is followed by his story doing a tour in mayonnaise factory where he met Ed, a food chemistry expert.

"LEFTOVER ONIONS ARE POISONOUS! I have used an onion which has been left in the fridge. Sometimes I don't use a whole one at one time, so I save the other half for later. Now with this info, I have changed my mind. I will buy smaller onions in the future. I had the wonderful privilege of touring Mullins Food Products, makers of mayonnaise. Mullins is huge and is owned by 11 brothers and sisters in the Mullins family. My friend, Jeanne, is the CEO."

"The guy who gave us our tour is named Ed. He's one of the brothers. Ed is a chemistry expert and is involved in developing most of the sauce formula. He's even developed sauce formula for McDonald's"

The second part is the bridge which he gave an information about mayonnaise. People are worried that mayo can be a bacteria magnet but that is not true. In this part, the author wrote that information to bridge the information from exposition into the main idea. In the exposition, he explained that he visited mayonnaise factory. It will be a hole if he did not give a bridging to connect the exposition and the main idea which is different. The exposition explained about he visited mayonnaise factory but the main idea is the danger of leftover onions.

""It doesn't even have to be refrigerated. No harm in refrigerating it, but it's not really necessary." He explained that the pH in mayonnaise is set at a point that bacteria could not survive in that environment. He then talked about the quintessential picnic, with the bowl of potato salad sitting on the table and how everyone blames the mayonnaise when someone gets sick.

Ed says that when food poisoning is reported, the first thing the officials look for is when the 'victim' last ate ONIONS and where those onions came from (in the potato salad?). Ed says it's not the mayonnaise (as long as it's not homemade mayo) that spoils in the outdoors. It's probably the onions, and if not the onions, it's the POTATOES."

The last part is the lead which expresses the major topic of the news. In this part, the paragraph explained the danger of open cut onions for health because it can become a bacteria magnet. In this part, the news exposes the information about the danger of cutting open onion and it is uncooked. The author also gave his opinion about the chemist explanation which is he trusted him.

Critically, this kind of scheme is used to give the readers specific impression that despite the onion is fresh, it can become a magnet for onions. This kind of scheme can lead the readers' opinion and make them believe that the information is true. However, the information which is exposed by the author is not true. In fact, onions contain variety compound that has antibacterial activity.

The first sentence of this news is "*Leftover Onions are Poisonous.*" Which clearly shows where the author stands. The author agrees with the idea that onions are magnets for bacteria. It is also strengthened with the ninth paragraph which he clearly stated he trusts the chemist and will be careful about saving leftover onions.

"So, how's that for news? Take it for what you will. I (the author) am going to be very careful about my onions from now on. For some reason, I

see a lot of credibility coming from a chemist and a company that produces millions of pounds of mayonnaise every year."

The author gave the details in exposing the dangers of open cut onions. First, he gave the readers where he got the information of open cut onions is dangerous. The information can be found in the first paragraph and the fourth paragraph.

"I had the wonderful privilege of touring Mullins Food Products, makers of mayonnaise. Mullins is huge and is owned by 11 brothers and sisters in the Mullins family. My friend, Jeanne, is the CEO."

"Keep in mind that Ed is a food chemistry whiz. During the tour, someone asked if we really needed to worry about mayonnaise."

Critically, both paragraph gives the information where the author got the information. The first paragraph shows the place where the author got the information. Meanwhile, the second paragraph gives a description about the person who told the information. The chemist who guided the tour he was in tells the information about the danger of open cut onions. These details give the reader the impression that the information comes from the reliable source.

This news is purposely written to give the readers information about the danger of open cut onions. It is explicitly shown in the news about that information. It is clearly stated in the ninth paragraph that the author also wants the readers to believe the information that he wrote.

"So, how's that for news? Take it for what you will. I (the author) am going to be very careful about my onions from now on. For some reason, I see a lot of credibility coming from a chemist and a company that produces millions of pounds of mayonnaise every year."

This news also used some coherence to unite the ideas. The first sentence that use a conjunction to connect the idea is found in the eighth paragraph. The paragraph shows contrary sentences. At first, it describes that leftover onion is safe to eat but in the following sentence it is stated that it is dangerous.

"Ed says if you take the leftover onion and cook it like crazy you'll probably be okay, but if you slice that leftover onion and put it on your sandwich, you're asking for trouble."

Critically, the first sentence gives the readers information if the leftover onions are safe to be used. However, it is a different case when the onions are uncooked. It will be dangerous to eat it. The conjunction *but* shows the contrast of the first sentence and the second sentence. It gives the readers the impression that uncooked leftover onions are unsafe.

Another coherence is found in the ninth paragraph which contains the conclusion of the news, *"So, how's that for news? Take it for what you will."* The author asks the readers whether they believe in the information or not. He used the conjunction *so* to let the readers know that the paragraph is the concluding paragraph. The usage of *so* as to let the readers decide whether they believe in the information which they have read or not.

"Ed says if you take the leftover onion and cook it like crazy you'll probably be okay, but if you slice that leftover onion and put it on your sandwich, you're asking for trouble."

The sentence above also contains the negation. Initially, the paragraph gives the readers impressions that it is safe to use leftover onions to be processed. However, the following sentence does not support the idea. It states that using leftover onions as the ingredients of food is dangerous for health because it is already contaminated with bacteria. The author used the negation in this news to give the readers stronger impression about how dangerous uncooked onion is.

The news uses a specific pronoun to give the readers stronger impression which makes them feel that they are the one that is given information from the chemist. Pronoun *you* is used by the author to give the readers feeling that they got an advice. It makes the readers think that they have leftover onions and think what they are the one that did it.

"He explained, onions are a huge magnet for bacteria, especially uncooked onions. You should never plan to keep a portion of a sliced onion. He says it's not even safe if you put it in a zip-lock bag and put it in your refrigerator."

3.2 Discussion

It is clear based on the data description and result of the analysis that in fake news, mostly uses the same scheme in employing the discursive strategies to attract the readers and influence the readers' opinion. The discursive strategies

that are investigated in specific consist of three discursive strategies that are capture strategies, credibility strategies, and dramatization strategies.

In the case of capture strategies, it discusses four aspects; those are theme, scheme, background, and details. In this study, the findings show that the use scheme and details are core because how the readers describe the news depend on how well the author execute the scheme and details. The scheme's function is to decide the flow of the news. Mostly, the news is divided into two schemes; lead and explanation. In the lead part, mostly contains about the headlines and the theme of the news and it is supported by the explanation part which gives more information related with the lead.

Details also have important roles to capture the readers' attention. It has functions to give the readers a specific impression of the information. The details usually contain information about the source of the information or the effects of it. Mostly, the details provide the danger of the information, such as a suddenly died with signs of bleeding. This kind of details gives the readers a specific impression that it is dangerous for them if they do not believe in the provided information. Psychologically, humans have tendency to believe things that scare or have dangerous effect for them, especially when it has examples.

Secondly, the credibility strategies involve the use of the specific name to give the readers a stronger impression that the information is valid and come from a credible institution. Mostly, the fake news attaches the name of big companies, such as WHO, Microsoft, GreenPeace or name of the specific institution that

relate with the object of the news, to give the readers specific impressions which are the readers tend to believe the information because the news uses the name of well-known company or institution. It gives the news a greater magnitude and importance when it comes dealing with a topic within its domain, for example, if the information about technology, it will use the name of big technology companies such as Microsoft or IBM.

The last strategy is dramatization strategies. The author uses this strategy to appeal the emotions of the readers and penetrates the idea into them. The dramatization found in the news is the use of assumption. Mostly, the news will use the pronoun that interacts directly like *you, we,* and *us* to give the readers the impression that they are the one that undergoes the situation. With this strategy, the content of the news can appeal the readers more personally and it will give the readers impression which if they do not believe and be careful with themselves although they already know about the information, it can happen to themselves or people around them.

It seems that employing these three discursive strategies in writing news is effective to influence the readers' opinion. The capture strategies can be said as the vital strategy to attract readers' attention and captivate them inside the news. Moreover, the other strategies, dramatization, and credibility, support the capture strategy by giving additional impressions and information which are able to influence the readers' reception about the news.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter consists of conclusion and suggestions that are related to the research findings. It concludes the findings that are discussed in the previous chapter and provides the suggestion for the readers.

4.1 Conclusion

From the data analysis, the findings show that fake news uses macro-structural level, super-structural level, and microstructural level to enhance the information deliveries and acceptance in writing fake news. Furthermore, the use of those strategies to ensure the readers believe that the news they read is a credible news. The table below shows the detailed discursive strategies used in fake news.

Kind of Strategies	Aspects of Strategies	Functions	Examples
Capture Strategies	Theme	To give the readers guideline about the topic discussed	Lemon can kill cancer cells, cut open onion is a bacteria magnet
	Scheme	The order of information exposed in the news	Lead: "*Lemon (Citrus) is a miraculous product to kill cancer cells. It is*

			10,000 times stronger than chemotherapy." Explanation: "*You can now help a friend in need by letting him/her know that lemon juice is beneficial in preventing the disease."*
	Background	Describing the needed information related to the theme	Optical mouse can give dangerous side effect on health
	Details	To give additional information related to the theme	A woman suddenly died unexpectedly with signs of bleeding from her

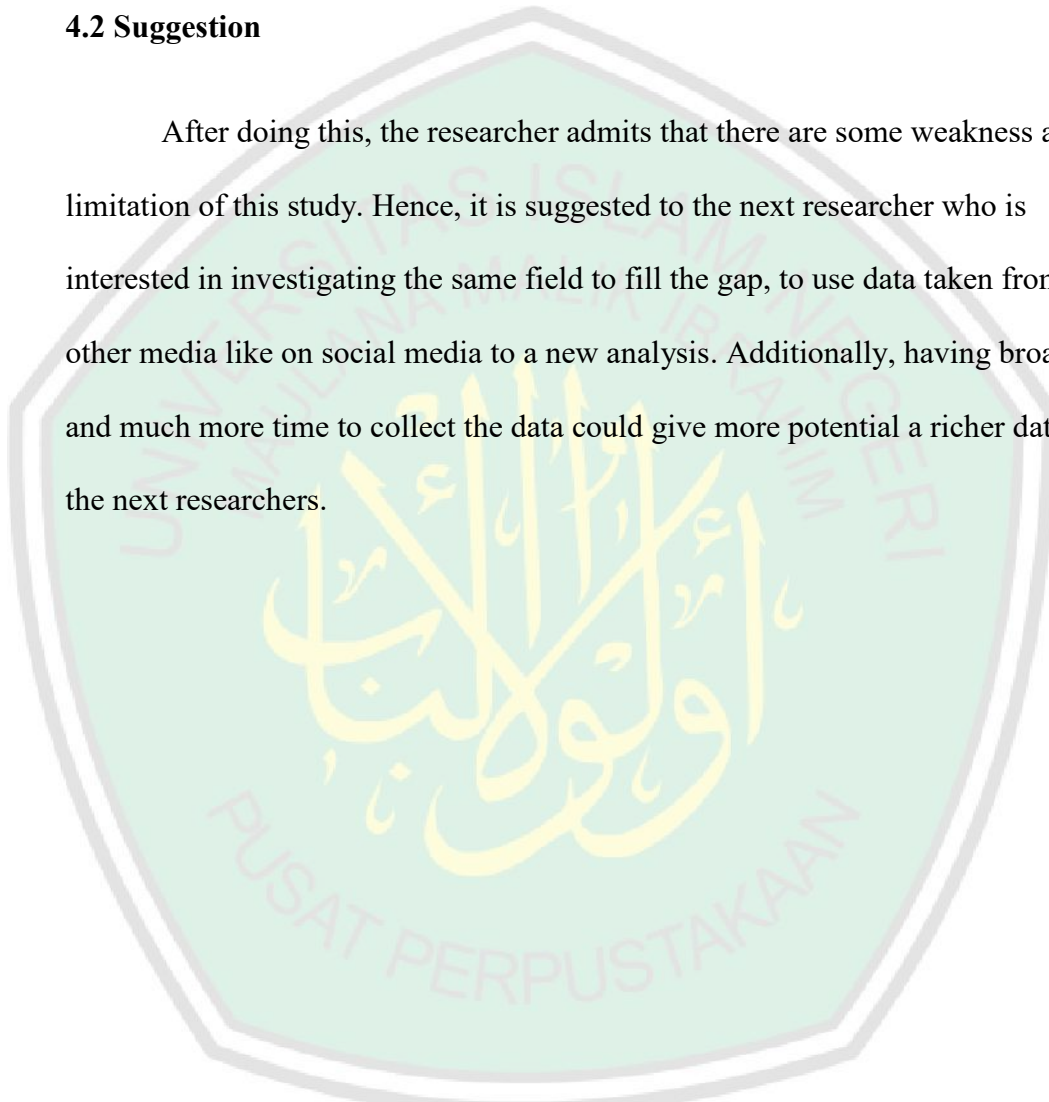|			ears, nose, mouth & eyes.
Credibility	Source	To strengthen the arguments by giving a reliable source	Chemistry whiz, WHO, Institute of Health Science
Dramatization	Pronoun	Forming the cohesion and coherence to attract the readers	Select *we* instead of *they*

Generally, the theme will use the things that can be found in daily life to ensure the readers to be aware of the condition around them. It gives the readers an impression, which they will question the things that being discussed, whether the information they read is true, or not. Furthermore, the scheme will give the readers broader information about the information being discussed and lead the readers' opinion toward the news. The presence of details is aimed to give the readers additional info about the theme. Moreover, the fake news also uses pronoun *you* and *us* to directly point at the readers so the readers will fell engaged to the news. It also includes a specific organization or company name to strengthen the arguments.

In sum, this study produces the descriptive knowledge of the macro-structural, super-structural, and microstructural level strategies that are used in

producing fake news. Those strategies cover on capturing, credibility, and dramatization. Finally, the research findings support van Dijk's model of discourse analysis.

4.2 Suggestion

After doing this, the researcher admits that there are some weakness and limitation of this study. Hence, it is suggested to the next researcher who is interested in investigating the same field to fill the gap, to use data taken from other media like on social media to a new analysis. Additionally, having broader and much more time to collect the data could give more potential a richer data for the next researchers.

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Appendix

Table of Data Classification on Is Lemon A Cancer Killer That is 10,000 Times Stronger Than Chemotherapy? Text

Data	Classification	Analysis
1.1 *"Lemon (Citrus) is a miraculous product to kill cancer cells."*	Theme, Scheme (Headline), Background & Purpose	• This sentence is the main theme of the news. The news is composed to give the readers information about alternative treatment to cure cancer. This sentence gives the readers information about the content of the news. Hence, this sentence is identified as the theme. • This sentence also part of the scheme (headline) because it explains briefly what the news about. • This sentence is identified as background also because the author tried to lead the readers opinion. He wanted the readers believe that lemon can truly kill cancer cells. • The purpose of the news can be analyzed form this sentence. The news is written to give the readers information about the beneficial of lemon, as an alternative treatment to cure cancer. It can be seen from several sentences which are written in the news and it is identified as the purpose of the text.

1.2 "*It is 10,000 times stronger than chemotherapy.*"	Presumption	This sentence is a presumption because it is not support by valid data. In fact, there is not medical studies that validates this claim. This is a presumption of the author to exaggerate the benefits of lemons. He wanted to make the readers believed with the idea that lemon can kill cancer cells.
1.3 "*Why do we not know about that? Because there are laboratories interested in making a synthetic version that will bring them huge profits.*"	Coherence	Those two sentences shows a cause and effect relation. In the first sentence, the author question why common people do not know the benefits of lemon, then he answered it with the second sentence. He wanted to tell people that some party wants to hide the fact to gain huge profits.
1.4 "*It is credited with many virtues, but the most interesting is the effect it produces on cysts and tumors.*"	Coherence	These sentences wanted to show the readers that lemon has many beneficial things for the health. It is emphasized on its effect to cure cyst and tumors.

1.5 *"You can now help a friend in need by letting him/her know that lemon juice is beneficial in preventing the disease."*	Scheme (Lead), Details & Purpose	• This sentence gives additional information on the headline. This part became the lead because it express the major topic of the news and support the headline. This sentence also become the initial summary of the news. • This sentence also give more information on benefits of lemon that people do not know. This sentence support the headline and background of the news. Hence, it is identified as details. • The purpose of the news can be analyzed form this sentence. The news is written to give the readers information about the beneficial of lemon, as an alternative treatment to cure cancer. It can be seen from several sentences which are written in the news and it is identified as the purpose of the text.
1.6 *"You can eat the fruit in different ways: you can eat the pulp, juice press, prepare drinks, sorbets, pastries, etc… It is credited with many virtues, but the most interesting is the effect it produces on cysts and tumors. This plant is a proven remedy against cancers of all types."*	Details	This sentence also give more information on benefits of lemon that people do not know. This sentence support the headline and background of the news. Hence, it is identified as details.

1.7 *"This type of therapy with lemon extract only destroys malignant cancer cells and it does not affect healthy cells."*	Purpose	The purpose of the news can be analyzed form this sentence. The news is written to give the readers information about the beneficial of lemon, as an alternative treatment to cure cancer. It can be seen from several sentences which are written in the news and it is identified as the purpose of the text.
1.8 Whole News	Sentence Form	The news is written in deductive paragraph. The main idea is stated in the beginning of the news. The main idea of the news is *"Lemon (Citrus) is a miraculous product to kill cancer cells. It is 10,000 times stronger than chemotherapy."* Then the author gave several statements to support the main idea such as, *"You can now help a friend in need by letting him/her know that lemon juice is beneficial in preventing the disease."* and *"This plant is a proven remedy against cancers of all types. Some say it is very useful in all variants of cancer."*

Table of Data Classification on Eating Shrimp and Taking Vitamin C Can Cause Death By Arsenic Poisoning Text

Data	Classification	Analysis
1.1 **"***A woman suddenly died unexpectedly with signs of bleeding from her ears, nose, mouth & eyes. After a preliminary autopsy it was diagnosed*	Scheme (headline), Details	• This sentence also part of the scheme (headline) because it explain briefly what the news about. • The details that is exposed by the news author is the condition of the woman to support the topics. In the beginning of the news, the author explained that a woman suddenly died with signs of bleeding

that death was due to arsenic poisoning."		form her ears, nose, mouth & eyes. Then it is followed by a supporting sentence that the death was caused by arsenic poisoning. He tried to build up an opinion that the woman's death happened because of arsenic poisoning and the signs support it.
1.2 *"The arsenic was produced in the stomach of the deceased.' The deceased used to take Vitamin C every day, which in itself is not a problem. The problem was that she ate a large portion of shrimp/prawn during dinner."*	Theme	In this news, the theme that is being discussed is about the arsenic poisoning. The author focused on the dangerous eating shrimp in the same time with taking vitamin C. Then, it is supported by the sub-theme, which is the production of arsenic in the body. It is proved by the statements in the news. The author repeatedly wrote that it is dangerous to eat shrimp and taking vitamin C in the same time because it will produce arsenic
1.3 **"*Eating shrimp/prawn is not the problem that's why nothing happened to her family even though they had the same shrimp/prawn. However at the same time the deceased also took 'vitamin C', that is where the problem was!"*	Background, details, coherence	- The background of the news is the author agreed that eating vitamin C after eating shrimps will cause sudden death. It is seen from the news scheme. The author provided a story with a case of woman's death after eating vitamin C in the same time with eating shrimp. - This sentence also part of the details because it gives additional information that support the headline and background of the news - The paragraph is composed with 2 sentences, and those sentences are no related. However, it is connected by conjunction *"however"*. It shows a cause and effect relation between the first sentence and the second one
1.4 **"*Researchers at the University of Chicago in the United States, found through experiments, food*	Scheme (lead), Theme, Background, Purpose, Negation	This sentence gives additional information on the headline. This part became the lead because it express the major topic of the news and support the headline. This sentence also become the initial summary of the news.

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such as soft-shell contain much higher concentration of five potassium arsenic compounds. Such fresh food by itself has no toxic effects on the human body. However, in taking 'vitamin C', chemical reaction occurs and the original non-toxic elements change to toxic elements."		• The author repeatedly wrote that it is dangerous to eat shrimp and taking vitamin C in the same time because it will produce arsenic • This sentence became part of background because it is supporting the data 1.3. The author wrote this sentence to strengthen his argument that eating shrimp and taking vitamin C in the same time is dangerous • The author exposed the text purpose explicitly. The purpose of this news is to inform that eating shrimp and vitamin C can cause dead. The author did not foreshadow the purpose of the text because he stated that eating shrimp and vitamin C in the same time is dangerous • The author negated the statement in which the shrimp is safe to eat with giving another statement that it is dangerous.
1.5"*Such fresh food by itself has no toxic effects on the human body. However, in taking 'vitamin C', chemical reaction occurs and the original non-toxic elements change to toxic elements."*	Coherence	The sentences are also connected by the conjunction *"however"* and it also gives a cause and effect vibe.
1.6 Whole News	Sentence Form	Sentence form of the news is written in deductive sentence. Mostly, the sentence exposed the main idea in the beginning of the sentence. Such as:

		"The arsenic was produced in the stomach of the deceased." This sentence stresses the main idea is *"the arsenic was produced"* and it is followed by the subordinate clause "*in the stomach of the deceased."* The sentence is written in the passive form too. It can be changed into active form "*The stomach of the deceased produced the arsenic."* Both of the sentence, in passive and active form, have the same meaning. However, the passive sentence has more effect for the reader than the active one. It directly gives the reader that *the arsenic* is the cause.
1.7 "*Arsenic poisoning has <u>magma</u> role and cause paralysis to the small blood vessels."*	Lexicon	He selected word *magma* in his statement although it can use another word such as *burnt*. He chose to use the word *magma* to give the readers depiction of how hurt to have arsenic poisoning.
1.8 "*Therefore, a person who dies of arsenic poisoning will show signs of bleeding from the ears, nose, mouth & eyes."*	Presumption	The reader will believe this statement, although there is no evidence that can proof that statement. Moreover, in the beginning of the news, the author provided image of bleeding woman on the face
1.9	Graphic	The graphic that used to support the main ide of the news is a picture. In the beginning of the news, the writer provides the reader with a picture of woman's face covered with blood to give the readers imagination of how the arsenic destroy the body.

Table of Data Classification on Optical Mouse Cancer Warning Hoax Text

Data	Classification	Analysis
1.1 "*The convenience of using optical mouse eventually coz dangerous side effect. After Three years from the first launch by Microsoft, have been found thousand of cases – hands tissue coz by mouse radiation.*"	Theme, scheme (headline), purpose	• This news main theme is the dangerous side effect of using optical mouse. The optical mouse can damage hands tissue because of its radiation. Analytically, the news emphasize on the damage of optical mouse. This description gives readers specific view about optical mouse which is it is dangerous for health because it can damage the hand tissue with its radiation. • This sentence also part of the scheme, specifically headline. This sentence gives the readers brief information about the content of the news. Hence, this is a scheme • The news does not foreshadow its purpose because every paragraph of the news contains information on how dangerous optical mouse is. The news also used some big company names to give specific impression to the reader which is even big companies do not use optical mouse because it is dangerous.
1.2 "*Optical Mouse works by release Electromagnetic high frequency to the lower surface under it. This frequency much more higher than the frequency use for handphone.*"	Scheme (lead), background, details	• This sentence is a lead because express the major topic of the news and support the headline. • The news background is optical mouse can give dangerous side effect for health. The news scheme also supports the background of the news. The news headline is "*Optical mouse can cause cancer.*" This headline give the readers impressions that optical mouse actually give have side effects and it is not safe. The background also supported with statements that give more information about it.

		• This sentence give more required information to strengthen the news theme. Hence, it is categorized as details.
1.3 *"According to WHO, the radiation from Optical Mouse is 5 times stonger than using handphone."*	Details	This sentence give more required information to strengthen the news theme. Hence, it is categorized as details.
1.4 *"Big Hardware Industries in China and Taiwan are trying to hide all fact related to this things. While in the market, most of optical mouse sold old were coming from their product."*	Coherence	The function of the coherence is to show the negation from the sentence. Despite knowing the fact that optical mouse is dangerous, hardware industries still sell millions of optical mouse. The conjunction *"while"* is used to emphasize the current condition which is hardware companies sell optical although it is dangerous for the consumers.
1.5 Whole News	Sentence Form	The news is written in deductive paragraph form. The main idea of the news is exposed in beginning of the sentence. *"The convenience of using optical mouse eventually coz dangerous side effect."* is the main idea of the first paragraph. Afterwards, it is followed by subordinate clause. It is also written in active form because it is giving information and facts.

Table of Data Classification on False Claim – Onions are Magnets for Bacteria Text

Data	Identification	Analysis
1.1 "*Leftover Onions are Poisonous.*"	Background	The author agrees with the idea that onions are magnets for bacteria. It is also strengthening with the ninth paragraph which he clearly stated he trusts the chemist and will be careful about saving leftover onions.
1.2 "*LEFTOVER ONIONS ARE POISONOUS! I have used an onion which has been left in the fridge. Sometimes I don't use a whole one at one time, so I save the other half for later. Now with this info, I have changed my mind. I will buy smaller onions in the future. I had the wonderful privilege of touring Mullins Food Products, makers of mayonnaise. Mullins is huge, and is owned by 11 brothers and sisters in the Mullins family. My friend, Jeanne, is the CEO.*"	Scheme (exposition)	This paragraph is exposition because it is an opening paragraph to explore the headline. In this paragraph, the author gave his opinion about buying smaller onions because he knew that leftover onions are poisonous.
1.3 "*I had the wonderful privilege of touring Mullins Food Products,*	Details	The paragraph gives details on the place where the author got the information.

makers of mayonnaise. Mullins is huge, and is owned by 11 brothers and sisters in the Mullins family. My friend, Jeanne, is the CEO."		
1.4 *"The guy who gave us our tour is named Ed. He's one of the brothers. Ed is a chemistry expert and is involved in developing most of the sauce formula. He's even developed sauce formula for McDonald's. Keep in mind that Ed is a food chemistry whiz. During the tour, someone asked if we really needed to worry about mayonnaise. People are always worried that mayonnaise will spoil. Ed's answer will surprise you. Ed said that all commercially-made mayo is completely safe."*	Scheme (bridge)	The second part is the bridge which he gave an information about mayonnaise. People are worried that mayo can be bacteria magnet but that is not true. In this part, the author wrote that information to bridge the information from exposition into the main idea. In the exposition, he explained that he visited mayonnaise factory. It will be a hole if he did not give a bridging to connect the exposition and the main idea which is different. The exposition explained about he visited mayonnaise factory but the main idea is the danger of leftover onions.
1.5 *"Keep in mind that Ed is a food chemistry whiz.*	Details	This sentence gives description about the person who told the information. The chemist who guided the tour he was in tells the information about the

During the tour, someone asked if we really needed to worry about mayonnaise."		danger of open cut onions. These details give the reader impression that the information comes from reliable source.
1.6 *"" It doesn't even have to be refrigerated. No harm in refrigerating it, but it's not really necessary." He explained that the pH in mayonnaise is set at a point that bacteria could not survive in that environment. He then talked about the quintessential picnic, with the bowl of potato salad sitting on the table and how everyone blames the mayonnaise when someone gets sick. Ed says that when food poisoning is reported, the first thing the officials look for is when the 'victim' last ate ONIONS and where those onions came from (in the potato salad?). Ed says it's not the mayonnaise (as*	Scheme (Lead)	This part is the lead which express the major topic of the news. In this part, the paragraph explained the danger of open cut onions for health because it can become bacteria magnet. In this part, the news exposes the information about the danger of cutting open onion and it is uncooked.

long as it's not homemade mayo) that spoils in the outdoors. It's probably the onions, and if not the onions, it's the POTATOES."		
1.7 "*He explained, onions are a huge magnet for bacteria, especially uncooked onions. You should never plan to keep a portion of a sliced onion. He says it's not even safe if you put it in a zip-lock bag and put it in your refrigerator.*"	Theme	This news is proposing an idea that leftover onion is magnet bacteria, especially cut open onions. It is dangerous because it will be contaminated with bacteria and will affect the health. Moreover, it is supported with the statement in following paragraph that contaminated onions can cause adverse stomach infections and food poisoning.
1.8 "*Ed says if you take the leftover onion and cook it like crazy you'll probably be okay, but if you slice that leftover onion and put it on your sandwich, you're asking for trouble.*"	Coherence, negation	• The first sentence gives the readers information if the leftover onions are safe to be used. However, it is a different case when the onions are uncooked. It will be dangerous to eat it. The conjunction *but* shows the contrast of the first sentence and the second sentence. It gives the readers impression that uncooked leftover onions are unsafe. • Initially, the paragraph gives the readers impressions that it is safe to use leftover onions to be processed. However, the following sentence does not support the idea. It states that using leftover onions as the ingredients of food is dangerous for health because it is already contaminated with bacteria. The author used the negation

		in this news to give the readers stronger impression about how dangerous uncooked onion is.
1.9 "*So, how's that for news? Take it for what you will. I (the author) am going to be very careful about my onions from now on. For some reason, I see a lot of credibility coming from a chemist and a company that produces millions of pounds of mayonnaise every year.*"	Purpose	This news is purposely written to give the readers information about the danger of open cut onions. It is explicitly shows in the news about that information. It is clearly stated in this paragraph that the author also wants the readers believe the information that he wrote.
1.10 "*He explained, onions are a huge magnet for bacteria, especially uncooked onions. You should never plan to keep a portion of a sliced onion. He says it's not even safe if you put it in a zip-lock bag and put it in your refrigerator.*"	Pronoun	The news uses a specific pronoun to give the readers stronger impression which make them feel that they are the one that being given information from the chemist. Pronoun *you* is used by the author to give the readers feeling that they got an advice. It makes the readers think that they have leftover onions and think what they are the one that done it.