CHAPTER ONE

INTRODUCTION

1.1 Background of Study

Sarcasm is a complex linguistic phenomenon in which the intended meaning of an utterance is not the same as its literal meaning (Karoui et al, 2017) and it is also a figurative language that is used to convey meaning or messages verbally and in writing with the intention of delivering satire directly and openly to an object, person or certain group (Davidov et al, 2010). Thus, since sarcasm is categorized as figurative language, it commonly appears in the form of discourse such as in social life, education and even politics. Interestingly, when sarcasm is applied in the politics, it serves to provide or expresses criticism that can denounce any political figure (Knoblock, 2016). In that case, it can be said that the sarcasm that is used in the political condition also known as political sarcasm.

Here, the context of political sarcasm sounds like something that is related to speech from political figures that is referring to specific person or party, but in fact, it does not always in that narrow perspective (Young, 2017). In fact, political sarcasm can be delivered by others who understand politics and able to express critics or satirical content related to political field, such as stand-up comedians or simply comedians. In performing stand-up comedy, the comedians usually recite a group of humorous stories, jokes and one-liners typically called a monologue, routine or act and in delivering humorous stories, most of the performers expresses their own language style and topic (Greengross et al, 2012). The interesting part of them is that they are able to express their idea on the stage about anything, starts from certain

community, race, even culture and politics mostly in the form of sarcastic (satire or verbal irony). In other words, "a stand-up comedian can be very successful when they can convince the audience to persuade them to look at the world through their vision" (Greenbaum in Andriani, 2016).

However, in these modern days, the writer noticed that stand-up comedian does not have to deliver their sarcastic opinion on the stage anymore because there are other available platforms where they can express their thought on certain issues. One of the platforms is known as "The Daily Show", an American fake news TV program which is a program that is quite much as a regular news program but the differences can be noticed from the content where it is injected with humor to maintain the interest of the audience and there is audience before the fake newscaster who is heard to laugh as the punch lines are read (Tandoc et al, 2018).

The purpose of this Daily Show is to entertain the audience, but interestingly, the comedy that is delivered by this TV program also mentions about political issues, including its political figures. Young (2017) explained that the fake news sources in that TV program can be beneficial to the public because they can be act as a gateway into actual news sources and informing the society about the political issues.

In this case, the writer noticed that it is an interesting topic to discuss political issue since linguistically, the language of politics is quite complicated because mostly, the language used in politics are metaphors, metonymy and analogy. As it mentioned by Ulum and Sutopo in Firdaus et al (2020) that, when analyzing the language of political text, it is important to look at the way the language reflects the

ideological position of those who have created it and how the ideological position of the readers will affect their response as well. Thus, in order to analyze the way of social power abuse, dominance and inequality produced by discourse, both written and spoken in the social and political context, critical discourse analysis study is the proper tools to analyzed such topic discussion (Van Dijk in Ivana and Suprayogi, 2020)

Hence, in this research, the writer is interested in discussing the discourse of political sarcasm that can be found in "The Daily Show with Trevor Noah". Trevor Noah is one of the best stand-up comedians who win awards twice in South African Comic's Choice Awards and he also won for the category as the Best Host on "The Daily Show with Trevor Noah in 2017 (biography.com, 2016). Moreover, the writer chose this TV program as the object of research since the host, Trevor Noah, has his own language style so that the message that he is delivered and expressed contains with sarcasm that is related to the political condition in America, especially after Joe Biden becomes the new president of the United States. In addition, the topic of political sarcasm is chosen because although sarcasm can be aggressive for others, the underlying premise of sarcastic text is often optimistic (Young, 2017). As it is supported by Bloom and Bloom (1979) in Young (2017) that the one who able to give sarcasm skillfully, they give audience (or readers) both an aesthetic experience and a reasonable hope that a stable political order may be attainable.

Furthermore, since political sarcasm also categorized as discourse, the writer through this research is applying the critical discourse analysis (CDA) study. Study of Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are

enacted, reproduced, and resisted by text and talk in the social and political context (Van Dijk in Tanen et al, 2015). Therefore, the object of CDA is public speech, such as advertisement, newspaper, political propagandas, official documents, laws and regulations and so on and the aim of CDA is to explore the relationships among language, ideology and power (Van Dijk in Tanen et al, 2015). In that case, based on the explanation from Van Dijk, it can be said that CDA is the proper study that can be used to analyze political sarcasm.

1.2 Research Questions

Based on the background of the research, the writer formulates the research question as follow:

1. What are political sarcasms found in "The Daily Show with Trevor Noah?"
2. What is the purpose of political sarcasms found in "The Daily Show with Trevor Noah?"

1.3 Research Objectives

Regarding to the research questions above, the purposes of this research are:

1. To describe, interpret and explain the political sarcasm in "The Daily Show with Trevor Noah."
2. To describe the purpose of political sarcasm found in "The Daily Show with Trevor Noah."

1.4 Uses of Research

1.4.1 Theoretical Uses

Theoretically, the writer hopes that this research can be used as one of the references for the next researcher in order to find information about Fairclough's theory or critical discourse study. Also, this research is expected to have some significant point to enrich knowledge related to political sarcasm.

1.4.2 Practical Uses

Practically, the writer hopes that the readers are able to understand about political sarcasm and the sarcasm itself. By understanding political sarcasm that is shown through the "fake news" program, hopefully it becomes a gate for others so that they will have more awareness in seeking trustful source news information.

1.5 Scope of Research

The writer noticed that "The Daily Show with Trevor Noah" has so many episodes that have been broadcasted in YouTube channel. However, the writer only focuses in choosing his videos that are related with political issues especially regarding to Joe Biden (as the President of United States in 2021) and Donald Trump (the former President of United States). Here, the writer chooses Trump's videos since during Trump's reign, many of his actions are ridiculous for many people and in the selected videos, Noah is showing that until the end of his presidential time, Trump is still showing his absurdity to his fellow Americans. Further, the writer only focuses in describing the political sarcasm and its ideology found in those selected videos by using Fairclough's Three-Dimensional Framework theory (2010) of critical discourse analysis.