

## Repositioning Digital Media as a Representation of Academic Ideas within a Scientific Thinking Framework (Linguistic Perspective)

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### ABSTRACT

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*The appearance of digital media as a result of the development of communication and information technology makes a wide range of impact on the joint of life, specifically regarding the aspects of practicability, speed, and accuracy. The academic world which is more identical with scientific elements has an urgency in the appearance of digital media. Aside from being able to help in the aspects of practicability and accuracy in carrying out the academic process, digital media can also be used as a source and object of scientific study, through various sub-disciplines, one of which is linguistics that sets language as an object of study. The use and meaning of language in digital media are not only formed and determined by linguistic elements and their linguistic rules, but also determined by elements of context behind language occurrence digital media. Therefore, languages in digital media can be oriented as objects study which studied through various perspectives of sub-fields of linguistic.*

### INTRODUCTION

Digital media (including mass media, social media, and web based off information and communication technology) as a means of interaction and social communication is identical and cannot be separated from the development in the field of information and communication technology [1]. The development of technology of information is accompanied by the emergence of various types and forms of digital media, making it easier for users to and/or obtain the essential information and knowledge. The developing technology and information also make two-ways interaction and communication more time-efficient and practical, as well as reaching various parts of the world. As a result of that, the world felt smaller because it seems like the power of digital information seizes the hold of world. Almost every aspect which involved in communication and information life is processed quickly and accurately. By the reason of speed and accuracy aspects, therefore other life aspects must adjust to the speed processing aspects. With the development of technology and information which can be felt like today, there is almost no information and knowledge that cannot be obtained and/or accessed by digital media users [2].

Speed, accuracy, and practicability of the world of communication and informatics as one of positive impacts from informatics technology development is not only affecting the communication aspect, but also giving impacts to other life activities, such as academic activity [3]. The emergence of various forms and types of digital media, including the inception of varieties social media and digital based mass media, which can be used as a means and medium of carrying out academic activities. These types of digital media can be used as supporting media for research activities, either positioned as data/research objects or as sources of research data. Through digital media can be obtained necessary information and knowledge which can be used as reference/base of a development of a concept or ideas to strengthen the theoretical perspective for basic

development. The emergence of digital media within human's life is indirectly contributing in object provision required in the implementation of academic activities while also functioning as the source of academic thinking development.

The positive use and empowerment of social media and other supporting facilities in academic activities should be made into academic culture by all academics. Social media's existence in people's lives is not only to meet demands and needs of socializing, but also needs to be included in the academic realm, to be studied in order to find trends/famous lifestyle patterns (forms/disposition of behavior and people's appreciation of good life's values in the form of attitudes, movements and/or actions, as well as verb/language aspects) of the user community. Provided contents on social media tend to be more natural, creative and innovative, diverse, also containing an element of totality, hence becomes a special attraction to be dug and explored the character element, motives and/or moral message, as well as other humanist values through academic activities.

A form of academic activity that can be implemented through the use of social media is studying content on social media from the perspective of expertise field, one of which is from a language or linguistics perspective. There are many social medias that provide linguistic context for both spoken and written language. Forms and diversity of languages used in social media are also variative, from diverse dialects, trendy terms which the teenagers used these days (slangs), variety of gender language, style and rhetoric linguistic, forensic language, and other type of language, therefore these varieties of language can be studied or analyzed based on appropriate perspective to the specifics of each issue. For that reason, positioning the existence of social media as part of activities and the academic world as a form of propriety. Because the appearance of social media is not only limited into meeting the social demands and needs of its users, but can be positioned as a means of representing scientific thinking and academic competence for the academic community. Therefore, the academic community must also develop a perception of academic spirit and its creativity as a form of balance to the rapid development of the social media world along with the appearance of various linguistic phenomena which can be used as medium and object of study/research in the field of language/linguistics.

## **RESEARCH METHODS**

### **Characteristics of Various Digital Media Languages**

The use of language in digital media especially social media is not directly bounded by either linguistic or social rules, thus in consequence, characteristics of social media language is more raffish, free, just as it is, thence in certain context ignoring the normative and natural elements. With such characteristics, totality is a powerful marker of the social media language. This matter cannot be separated from the main role and function of the language usage in social media which emphasize more on the aspects of conveying ideas, feelings, and promotional opportunities be it private matters or organization and institutional. Therefore, aside from presenting forms of expression or language that can represent the thoughts and feelings of the speaker/writer, it also presents elements of dialectics, variations and aesthetics of language as a form of speaker strategy to attract

the attention of the conversational-partner/reader.

Characteristic of social media language is inseparable from the type of social media used and the substance of presented contents. Personal type of social media which those that are personally managed by the owner have more freedom to express and convey thoughts as well as feelings through forms of language that are considered suitable to represent their thoughts and feelings. In such context, attachment and awareness towards language elements or social norms that regulate the use of language within interaction context which persistently inseparable from socio-cultural element that becomes the context of speech, yet oftentimes ignored since the aspect of a speaker's conveyed thoughts and feelings is emphasized more. In context like this, the psychological sensitivity of the speaker plays less of a role, which causes the elements of linguistic rules and norms to be ignored, resulting in the origin of forms of loose/free but natural language just the way it is. These forms of language emphasize the aspect of openness, not having or not hiding motives/modes, owing to the fact that the aspect of satisfaction in conveying ideas and feelings is more prioritized. In a state of pursuing this satisfaction aspect, speakers tend to prefer diction and/or forms of language which are considered best to represent their thoughts and feelings rather than having to consider the aspects of linguistic rules and norms which are actually reckoned as elements that disrupts the speaker's complete self-actualization process. Hence, element and characteristic that meet the criteria for violence and crime form of language whether in the sarcasm-type of expressions as well as other forms of language that are categorized as the types of forensic language studies, are often used in a private social media.

Types of social media used by the speaker has an important role in deciding what form of language is used. This thing is inseparable from motive and purpose of digital media use which has quite a basic difference between private digital media and organizational or institutional digital media. As mentioned above, digital media, especially personal social media, does not have provisions or limitations and technical mechanisms neither or related to content, and does not have rules regarding language norms and ethics that regulate the use of social media. The emergence of limitations on personal social media, as how it's been mentioned above, is a mere result of personal of the user or owner so that the language used is also aimed more to personal needs (the aspect of user's personal satisfaction). Different than any digital media, whether it's a mass media or institutional or either organizational social media, which are full of rules, limitations and norms used as guardrails on top of controller regarding social media use, specifically those that linked with language activities. Whether it's a mechanism or technical use of digital media or language use norms kind of boundaries, it should not be used as a way to restrict the user's freedom of speech aspect, but intended to control the language activities (communication) so it will not violate the norms of language ethics.

There are language principles that regulate the implementation of language activity process so that it can be done well and smoothly in accordance with the objectives of the activity. It is because every violation of language principle will bring consequences, especially the social aftermath for the speaker. Aside from that, there are principle and social norms in language activities that has important role as a guardrail that organize and rule the language activity process in regard to each speaker's socio-cultural principle.

With several provisions organizing the linguistic activity process, the character of the language used in institutionally regulated digital media is relatively better in terms of linguistic rules, choice of diction and/or forms of expression, and not only emphasizing the aspect of achieving goals of the institution/organization, yet also has an appreciative motive towards the existence of speech partners. Thus, forms that are identified as persuasive, expository, narrative, even witty language and the like are often found in digital media. Although in certain cases it does not rule out the possibility of violations of the barriers controlling aspects of norms, technicalities and content, such cases are commonly caused by objectives and goals of each use of digital media.

In digital mass media, language is measurable and well organized, it is also more amenable towards linguistic rules and socio-cultural norms as well as ethics. The use of language in mass media is protected by journalistic language ethics, by reason that every use of language in presenting news and/or information content is based on institutional and organizational responsibilities as well as each journalist's personal responsibility. As a result of the systems and mechanisms that take part as boundaries, the freedom to use language in digital media, with mass media as the example, cannot be unrestrained and free, since every use of language in journalistic language activities has consequences for ethical codes both institutionally and professionally. Nevertheless, such use of language in mass media still has particular specification, aspect of precision news presentment as one of journalistic language characteristics. Apart from a journalist expertise in packing a piece of news, it is also inseparable from choosing diction expertise in narrating an occurrence and/or a case, therefore journalistic language in digital mass media is not only functioning to disclose a social happening, but must also be able to persuade the readers.

The development of information and communication technology causes new trends in format and graphic display surfacing in every digital mass media. If the prior mass media presented a one-way communication, which is a news presentment that bounded within the process of providing information to the readers and did not give an opportunity for the readers to directly respond with the readers' personal style of language. Today, there is no digital mass media that does not provide a comment section for the readers. Even if there is an administrative requirement, which the reader who intends to convey their thoughts and point of view should create their own personal account. Furthermore, when the basic requirement had been fulfilled, every reader is free to convey their thoughts and point of view regarding each issue presented in digital mass media by the comment section using their own preferred personal type of language. That being so, digital mass media has two forms of language, namely journalistic language as a medium to present an information arranged in news presentation format and reader language which takes role in conveying responses, point of views, and/or a reader assessment regarding topics, subjects, and objects of a news from the reader's own perspectives. Between the two forms of language's physical structure, there lies a fundamental difference, which the journalistic language in digital mass media is even organized linguistically or according to social norms. Linguistically, language used in digital mass media is characteristically cohesive and coherent. While on the contrary, readers' languages in the comment sections in digital mass media tend to use oral form



background of research, general background of research, general background of research, general background of research, general background of research, general background of research.

### **Cohesion Aspect**

Cohesion aspect has a very central role in a discourse text, because the accuracy and integration of the structure of a discourse text is marked by appropriate use of cohesion markers. The correct use of cohesion markers will form a cohesive text structure, as the correspondence between elements that forming the text is well arranged and coherent, also will form a coherent correlation with the meaning of the text. Therefore, cohesive text structure will form a coherent context of a text, which has parallel and integrated correlation of meaning between the text forming structures. The following is an example of cohesion aspect implementation on an online digital news, published document on a website.

### **Coherency Aspect**

Coherency aspect is a determining element in relation to the understanding process regarding the meaning of discourse text. Since logicity and integrative meanings appear to be the marker of semantic relation between forming elements of discourse text are characterized by a coherent aspect. By means that a good discourse text is not only characterized by the correct use of cohesion markers, but is also ascertained by the elements of coherence markers, in which has a good correlation between the meaning of discourse text's element and characterization that forms a complete and integrative element of denotation. Coherency phenomena can be encountered on discourse text both written and verbally or the two combined uploaded within digital covering so it is accessible online.

### **Sociolinguistics Field**

Sociolinguistic sees this language phenomena through the perspective of the speaker's socio-cultural circumstances. By the reason, sociolinguistic study emphasizes more on the speaker's language behaviors judging by whether or not it is in accordance with ethics and social norms of the speaker, be it involving the use of language forms (dictions) or the one which relates with language behaviors. The reach of sociolinguistic field is relatively broad and inseparable from each language's characteristics, because every language of digital media that can be seen from sociolinguistic scope is such the following.

### **Slang**

Slang language is more identical that is commonly used by a group of teen age people (group of teenagers). Slang has different form and characteristics from the standard language, because the existence and its use are functioning as the speaker's identifier. The process of elements shaping of slang terms is exceedingly vary, some are abbreviations by taking the front of each constituent element such as, 'bucin' in Indonesian which translates to 'simp' in English slang, and some are creating a new

structures for instance, 'lebay' in Indonesian which translates to 'exaggerated' or 'exaggerating' in English term, and so on. The meaning carried in slang terms is commonly not in line with the actual meaning of standard language hence it is only able to be understood by the group of people who use the language. Function and factors which cause the use of slang language in discourse texts are very dependent on the context behind the occurrence of language communication events as a process of forming discourse texts. The phenomenon of the slang language usage can be found in various videos streaming and/or YouTube, social media platforms whether it's in a form of private account or groups one, and so on. Different context and different receiver cause the use of various slang forms, the function of slang language, and causative factor of different usage of slang language in language events to happen.

### **Code Switching And Code Mixing**

The occurrence of code switching and code mixing as essential phenomenon in society which has the ability to speak more than just one language as the background. The manifestation of code switching and code mixing is not only in the form of external code switching and mixing, namely switching or mixing the speaker's mother tongue with a foreign language which the speaker masters. Nonetheless it also allows internal code switching and mixing, in other words by inserting regional language forms in the structure of certain regional dialects that are mastered by the speaker.

### **Variety Of Gender Language**

Gender language phenomenon is not owned by all the languages around the world. Only certain languages that have strict boundaries regarding the use of various gender languages. The existences of various gender languages awakened the speakers upon the existent social norms' language barriers as a reflection of the structural order attributed to the speaker's society. By quantity, various gender language is much often used verbally, although it is also possible to be seen on written language especially formal/informal written language text. In certain socio-cultural context, the appearance of gender language reflecting the closeness level or relationship distance between speech participants. As a consequence of it, closeness level between the speech participants could be a factor of violation to happen in the use of gender language. Therefore, based on the speech context which is a background of a speech event, the motives for using various gendered languages can be revealed through elements of the relationship between speech participants as well as the representation of the discourse text as a whole.

### **Critical Discourse Analysis (CDA)**

Through critical discourse analysis approach or often mentioned as CDA can place discourse text either verbal dialogue text which transcribed or written narrative text in a digital media as a research/study object. CDA observes that discourse and the use of language can be a place where power resides, which is an imbalance and unmatched correlation between two sides. The use of language can represent ideological power, and which this ideology is a certain method or technique in representing and forming society through emulating unequal power of relations [4]. The CDA approach used in which can

be applied by the following types, such as Bourdieu, Gramsci, Fairclough, and can also apply Van Dijk's method. Generally, each type of methods can be described as such.

### **Bourdieu's Symbolic Domination**

Bourdieu method of CDA emphasizing more on the use of language as an instrument to deliver information, conveying idea and feelings of the user/speaker, yet also used as a tool to influence, control, and dominate other party. Domination process through language can be occur when there is an asymmetrical between the owner of the idea as the initiator of producing a text and the party receiving the idea [5]. When language has entered the social field to act as a transactional tool, thus at that time the languages used by the owners and recipients of ideas have formed a text. In transactional events, it will naturally show an imbalance/asymmetrical correlation, the party who owns the idea is usually the party who has more control or domination, because they are also who have the means, which is to exert influence on the party who receives. In such occasions, the idea owner has motives to indirectly influence has placed themselves in a dominant or strong spot (upper group) and on the contrary, party who receives is placed as dominated or weaker parties (lower group) [5]. On alike formation of correlation, dominant parties have exact motives to influence and control the weaker/dominated parties to follow and agree on the dominant's ideas. With the intention of covering their dominating motives from being realized, seen, or felt by the weaker/dominated parties, the dominating parties choose to use subtle forms of language to encapsulate their dominating motives, therefore the weaker parties will have no slightest idea of the fact that they are actually being exploited, being used as an object to achieve the main purposes of domination [6], [7], [8]

### **Gramsci Hegemony**

Hegemony concept carried by Gramsci, as a matter of fact, conceptually is in line with the dominating concept of Bourdieu. If Bourdieu sees the role of language as a tool/instrument in a social transaction, then Gramsci uses its events and political experiences as a breakthrough of the hegemony concept idea. Influenced by socio-political context that filled with power struggles and violent strategies domination, thus Gramsci had become the victim of political situation, expressing the thinking concept which later known as the term hegemony [9], [10]. Gramsci puts its hypothesis forward, that to gain power there is no need to use violent strategies (either physical violence or verbal violence), but can use more of an intellectual approach [11]. The group of society used as a target object should be treated with humanity through intellectual approach so the group of society will not know or sense the dominating process. In this context, Gramsci sees the use language has enough central role. In its development, Gramsci dominating concept's implementation is not only bounded by socio-political context of framework, but has been extending to various scientific sub-disciplines. By the reason of that, in the Gramsci concept implementation in plenty of sub-disciplines, not a few are acknowledged as a concept of influence, which is the concept that carried out the process of influencing and be influenced.



### **Fairclough Type Of CDA**

Fairclough type of CDA emphasizing on dimension as a component of discourse text aspect. Dimension stated by Fairclough involves the socio-cultural element, history of discourse text development, figures, individuals, and/or persons involved in discourse text, also the correlation between text compiler and the figures in the discourse text [12]. Hereinafter, dimension in text classified into three aspects, which are representation aspect, relation aspect, and identity aspect. Representation aspect is correlated with the content presented in a discourse text [13]. The contents referred to is everything displayed and depicted in a discourse text, including events/incidents, people, groups, circumstances, and situation explained in the text.

Furthermore, relation analysis involves a formed correlation in discourse text between writer, reader, and the existing figures. In relation analysis, it is focusing on how the correlation between writer, reader, and the figures formed in the discourse text. As stated by [14], main concern is revolving in correlation patterns between writer and reader, writer between the existing figures in a discourse text, also between reader and the figures in the discourse text. How the relationship between writer, reader, and the figures is formed as well as becoming the observation in relation analysis. This matter can affect/influence understanding and interpretation of reader regarding the text. In CDA analysis, the focal point is centered on such correlation and how such correlation can affect power, ideology, and social construction in the text. Therefore, relation analysis helps in understanding how the correlation between writer, reader, as well as figures in text interacting and impacting the signification delivered by the text. And identity analysis aimed to identify who speaks in the text, what is the main point of a conversation, as well as the involved speakers/participant in the [15].

### **Van Dijk CDA Concept**

Van Dijk depicting a discourse consisting of three dimensions, namely text dimension, social cognition dimension, and social context dimension. Text dimension is leaning more into linguistic form of a discourse text, social cognition leans more on producer party (maker/creator) of text along with ideological order/background, while social context dimension leaning more into the entire depiction of social society's circumstances. Furthermore, text analysis in Van Dijk social cognition method of CDA involves three discourse elements, namely a) macro structure, is the whole connotation/meanings of a text, theme or topic presented in the text. Topic is a main point of the issue which about to be delivered by the producer (creator/maker) of the discourse text. By the reason of that, the focal point representing summary and gestures of producer (creator/maker) of a text regarding the issue spoken in it. b) superstructure is the framework of text, which the topic of a text explained by the text creator/maker by using certain patterns. The patterns linked with structuring subtopics into a complete text structure/construction. The arrangement can be seen on the main part (point) that placed in the beginning, and the complementary part placed in the final part/end, it's even possible it will not be displayed anyway. c) micro structure is correlated with specific linguistic aspect, which are sentence arrangement, phrase, and the smallest arrangement such as part of speech to the expressive/idiom forms namely the use of stylistic device [16], [17].

## CONCLUSION

Digital media has a very central role in human's life as a result of the developing communication and information technology, almost all the joint in human's life is connected with digital media in consequence. As time goes by, digital media is not only used as a media to communicate, thus the role had shifted into the academic field. In the academic reach, digital media is not only functioned as an instrument and/or an implementation media of academical activities, but can also be used as an object and source of research/study, specifically those which involved the use of language in digital media comprises verbal and written language. The use of language in digital media influenced by various social occurrences, various forms of interpersonal correlations, variety of purposes, and the diverse social circumstances which also functioned as the context of linguistic occurrences at once, thus allowing various functions and meanings of language. Thence, languages used in digital media, can be positioned as an object of linguistic study, specifically through scientific discipline studies that involves the context element as shaper of language meaning. Linguistic study that placed language as an object of study by involving the element of context, which are pragmatic field research, sociolinguistic, discourse analysis, as well as some related linguistic sub-studies.

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