North Korea in the Eye of CNN Online News

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ABSTRACT

It is inevitable that there are partialities to certain parties, one of which is news related to North Korea. CNN tends to release news by emphasizing negative aspects of North Korea, such as its nuclear program, human rights violations, and restrictive government policies. This study aims to discover how North Korea was protrayed negative by the power of CNN as a US-supporting media. This research is qualitative research because the data used is not numerical data. To achieve the aforementioned purpose, this research uses the three-dimensional theory of Critical Discourse Analysis (CDA) by Norman Fairclough with a tool to analyze is theory of Systemic Functional Linguistics (SFL) by M.A.K. Halliday. The application of SFL is to analyze the first dimension of CDA. The result showed that a partiality of CNN to the United States in writing news is found . Starting from the use of verbs that indicate the occurrence of violence, the existence of negative words, and the conflict factors that occur between the United States and North Korea are supportingaspects of the formation of a negative image of North Korea in public.

1. Introduction

North Korea is one of the countries that adheres to communism (Dukalskis & Lee, 2020; K. Park & Synder, 2012; Y. S. Park, 2014). North Korea is reported to be under totalitarianism dictatorship (Song & Wright, 2018; Woo, 2024). North Korea enforces strict control over the public and private lives of the citizens (Dukalskis & Lee, 2020; Tudor & Pearson, 2015; Yoon, 2017). One of the news companies that seems to have a commitment publishing news about North Korea is CNN (Cable news Network). As one of the reputable news media in the world, CNN has a great influence in constructing an image of a country to the public (Gilboa et al., 2016). The identity of a country is closely related to its image because who we are, cannot be separated from how other people perceive us and vice versa (Kotler & Gertner, 2002, p. 27). The construction of country's image can be found in a media content such as news, because media has the power to represent things in certain ways (Fairclough, 1995, p. 2). Kotler, in Stock (2009), also said that the entertainment industry, especially the media, has an important role in forming the public's beliefs and perceptions. However, in delivering the news, media tend to relate to the particular party as the one who has the power in releasing the news. Sari & Pranoto (2021) in their article said that a bias of a news in reporting certain issues, groups, or parties always exist, and it is inevitable. One of the news of CNN has a tendency of committing partiality so this results in a certain image is the news about North Korea. In brief, this article highlights the negativiy or beyond the pro-US media, CNN, revealed to depict North Korea.

The brutal title of the news "*North Korean Detainees Are Treated As 'Less Than Animals,' Report Allege*" reports the bad condition of the prison system in North Korea and the witness of violences that occur in the detention. The condition of the prison facility and the former detainees when they were still detained can shape a certain image of North Korea to the public. The image construction of North Korea in the news can be examined through linguistic aspects. Thus, this newspaper article was chosen. There are some reason why news of CNN's *s* was chosen as the focus of this research. First, from the title of the news alone, it was vivid to find that North Korea was portrayed negative by Western media. This title was indeed savage, that may arouse the potential reader's curiosity. Second, the long historical hostile relationship between North Korea and the U.S. was known worldwide. Last but not

least, the linguistic reason behind the meaning of the selection of linguistic items and system should be investigated. Therefore, it is quite interesting to dismantle the portrayal of North Korea in the eye of Western media and how the clauses are constructed to represent the intended meaning. This, at the same time, clarifies that this article does not allude the sentiment-related analysis.

One of the linguistic theories that fits to this research is Critical Discourse Analysis (CDA) by Fairclough (2010). In addition, there are other outstanding scholars that contribute to the development of CDA such as Wodak and van Dijk. In analyzing CDA, Wodak focuses on the discourse-historical approach (Wodak & Meyer, 2001). Meanwhile van Dijk views CDA from a social and psychological perspective (van Dijk, 2015). Since this research focuses on the image of a country that concerns with the political conditions, Fairclough's CDA is the suitable theory for analyzing the matter. Fairclough focus on CDA is politics concerning power and domination (Fairclough, 2010, p. 94). It is based on the question of how the relation between texts, as a micro component, and things happened or the context in society, as a macro component (Fairclough, 2010, p. 131). Therefore, for analyzing discourse, Fairclough uses the three-dimensional modal: text analysis, discursive practice, and socio-cultural practice. Text analysis focuses on how something is represented in the text that is viewed from the linguistic aspect. It examines the words used in presenting facts and ideologies, as well as building identities from the text (Fairclough, 1995, p. 57-58). However, the Fairclough's CDA alone is incomplete. Text analysis in the first dimension of his concept does not provide a practical linguistic device to analyze the text. Accordingly, to construe the lexicogrammar in shaping the image of North Korea by the media, Systemic Functional Linguistics (SFL) by Halliday & Matthiessen (2004) is applied to use. SFL has been the most appliable linguistic tool and has been used as a theoretical support in CDA analysis since the early stages of works such as in Fowler, Kress, and Trew in 1979, Fairclough in 1989, and Fowler in 1996 (Alameda-Hernández, 2008). SFL concentrates on text analysis considering the social context of the text (Kazemian & Hashemi, 2014). It analyzes meaning of discourse of any genre as part of a communicative event in different context, and is commonly called metafunctions (Halliday & Matthiessen, 2004, p. 29-31). SFL helps to analyze texts in detail, in terms of language in the concern of power and ideology to make researchers clear, precise, and transparent in their research (Young & Harrison, 2004). Additionally, it preserves the interpretation from ideological bias (Alameda-Hernández, 2008). These semantic systems are directly relevant to CDA (Santosa, 2016). In short, SFL helps assists how the power and ideology are hidden in discourse. Among the three metafunctions, this article only focuses on the ideational metafunction with the help of transitivity system. Transitivity helps to construe meanings in texts by concentrating on the processes, participants, and circumstances of the clauses. Transitivity analysis depicts a whole description of parties involved and described in the analyzed text using the sharpness of linguistic paradigm. Discursive practice analyzes the production, distribution, and the consumption of the text to see how the message in the text is conveyed. Socio-cultural practice considers the relation between the text to the socio-cultural context (Lombardi, 2018). It can be seen from analyzing using three levels of social organizations: situational, institutional, and social level.

Using the theory of CDA and the object of the research, similar research such as Sudariyanti, Samudji, & Tallapessy (2013), Putra & Triyono (2018), and Prayudha & Fawwaz (2019). Sudariyanti et al. (2013) are found to analyze how language functions as the tool of the media and how it constructs public opinion. This previous research also uses the SFL. The finding shows that the spread of the information through media contains a power or authority. The Fox News indicates a partiality towards the United States, so a conservative bias in reporting information is presence in the news. Putra & Triyono in (2018) examine the news of *Kompas.com* about the movement of *#2019GantiPresiden* using the three-dimensional model of CDA. The discussion results showed that *Kompas.com* is pro-government and trying to create a positive image of the government. Prayudha & Fawwaz (2019) explore the text depiction and the association between participants regarding the Uyghur issue reported in CNN News articles. It found that CNN frequently uses obscure vocabulary to reduce the negative value to China. It is presented that CNN is in favor of China rather than Uyghur, due to the status power of China. From these research, it is found that there is barely any research that scrutinize the image of North Korea in the CNN news media using the CDA theory. For the numerous research regarding the

use of CDA theory, this article desires to prove the construction of the negative image of North Korea by the news media CNN.

2. Methods

This research is qualitative research because the form of data are non-numerical data. The data of this research are in the form of clauses collected from one of the news on CNN's official website, entitled *North Korean Detainees Are Treated As 'Less Than Animals', Report Alleges*, and was released on October 19, 2020 (Hancocks & Kwon, 2020). It contains the story of the former detainees and former correctional officers of North Korea about the North Korean prison system. 96 clauses are found in the news. Then they are processed into tables to classify the participants and processes based on the ideational metafunction of SFL. The primary data is coded 'C' as clauses and 'P' as paragraph. For instance, in the news *they live in constant fear* is the eighth clause of the fourth paragraph, then the data was encrypted as 'C8:P4'. After classifying the clauses, the number of clauses is counted to know which process and participant have the dominant result. The data are analyzed to examine the first dimension or the text analysis. It aims to see what linguistic data the reporters used to portray the image of North Korea.

To analyze the second and the third dimension, this research obtains information from related journal articles, books, and visiting reliable websites on the internet. The discursive practice or the second dimension examines the production, distribution, and consumption of the text. The analysis of discursive practice explores the reporter and the company's backgrounds on the CNN official website for the production analysis. It is carried out to find out how the text is distributed and to discover who the target of the distribution is, all of which aimed to complete the analysis for the second dimension. The socio-cultural practice or the third dimension is unraveled by examining the three levels of social organization by Norman Fairclough. Accordingly, to explore journal articles and websites as references in analyzing the wider socio-cultural context of the text is required. This process aims to discern the reason behind the publication of the news.

3. Results and Discussion

The results and discussion are divided into three subheadings connecting with the three-dimensional modal of Fairclough's (2010) CDA. The first dimension discusses the text analysis and it is analyzed using the transitivity system of ideational metafunction in Halliday & Matthiessen's (2004) SFL. The second dimension is discursive practice. It examines the production, distribution, and consumption of the text. The third dimension relates with the socio-cultural context, and it is answered using the three-levels of social organization by Fairclough (2010, p. 131).

3.1. The Text Analysis of the Image of North Korea

The text analysis is examined with the help of transitivity system of Halliday & Matthiessen's (2004) SFL. The transitivity analyzes the processes, participants, and circumstances of each clause. There are six types of processes in transitivity: the material, mental, relational, verbal, behavioral, and existential process. They express the representational meaning of the clauses related with the participants and circumstances (Halliday & Matthiessen, 2004, p. 309). The dominant central participant in each process is also considered in this research. Central participants are the more prominent participant than the other participants in a clause; usually it acts as the subject of clause (Halliday & Matthiessen, 2004, p. 123). The dominant participant indicates what or who is the main subject of discussion in a text. To complete the textual analysis, it is also important to know specifically what kind of image constructing North Korea. It relates to the aim of this stage of analysis that is to discover the linguistic data that are used to portray the image of North Korea.

Table 1. The Result of Transitivity Analysis of the News

Process Types	Frequency of the Participants				Total
	Reporters	Witnesses/Victims	HRW	North Korea	
Material	5	6	3	31	45
Mental	3	6	-	3	12
Verbal	-	17	3	1	21
Relational	1	4	1	7	13
Behavioral	-	-	-	4	4
Existential	-	-	-	1	1
Total	9	33	7	47	96

The table above shows 96 processes used in the news. The six processes of transitivity, such as the material, mental, verbal, relational, behavioral, and existential, are found in the news. From 96 clauses, it is found 45 material processes, 12 mental processes, 21 verbal processes, 13 relational processes, 4 behavioral processes, and 1 existential process. So, it conveys that the dominant process used in the news is the material process, with a total number of 45 processes. The material process focuses on construing an action that the participant takes. The material process consists of Actor, Process, Goal, and Range. Actor here means the person who does the act and brings about the changes (Halliday & Matthiessen, 2004).

Table 2. The Sample Data of Material Process (1)

C26:P8 || [[that during her detention she was beaten ||

that	during her detention	she	was beaten
	Cir: Location-time	Goal	Process: Material

Table 3. The Sample Data of Material Process (2)

C40:P10 || or (they were) raped in detention ||

or	(they)	(were) raped	in detention
	Goal	Process: Material	Cir: Location-place

From the sample data above (Table 3.2 and 3.3), *she* and *they* refer to the former detainees of North Korea. It is mentioned that the former detainees receive a physical and mental abused. The participants who do the action or the actors are absent. However, considering the action verbs used (*was beaten, were raped*) and the circumstances (*during her detention, in detention*) in both clauses, it is clearly visible that the participant who does the action is the prison guard. The aim of the absence of the participant who does the action is likely to give the focus on the witnesses/victims that is affected by the action. Therefore, the dominant use of the material process has shown that the news contains an illustration of physical actions because of the many action verbs written in the news. When we read an action verb, our brain automatically imagines the action that the word represents (Tomasino & Rumiati, 2013).

Furthermore, five participants are mentioned in the news: the Reporters, Witnesses/Victims, Human Rights Watch (HRW), the Prison Guards (of North Korea), and North Korea. The reporters, witnesses/victims, and HRW are on the same side to reveal North Korean prison system. On the other hand, the prison guards are the representation of North Korea itself because they are the part of the North Korean government. Therefore, in the result of the analysis, the prison guard participants are put together with North Korea so that there are four participants: Reporters, Witnesses/Victims, HRW, and North Korea. From the analysis, the most appeared participant in the news is North Korea with 47 processes in total (see Table 3.1). Participants use to differ one process with another (Halliday &

Matthiessen, 2004, p. 259), and also has a function to represent something that is involved in a process. It can identify what is being talker or discussed about in the text. So, it proves that North Korea is the main discussion topic of the news. Additionally, North Korea appears the most in the material process as much as 31 clauses. It shows that North Korea was the one who took many actions, especially in controlling detainees as reported by the witnesses and victims.

To complete the analysis, the dominant negative image that contains in the news is needed to acknowledge. Since a long time ago, the image of North Korea has been formed among the society because of the North Korean government system that adheres to the *Juche* ideology. *Juche* ideology is North Korea's particular interpretation of socialism, communism, or both. *Juche* ideology centralizes authority on one person because of its principle, "Man is the owner of everything and the determinant of all things" (Kurbanov, 2019). For decades, the Kim family (Kim Il-Sung, Kim Jong-il, and followed by the current leader, Kim Jong-un) controlled the government. From a state system that emphasizes only one family, there are various negative views of North Korea. In a journal article written by Roy (1994), it is mentioned how North Korea's reputation is outside its country. It is said that the image of North Korea is not good. Even, it is stated that North Korea has an irrational regime, which is the totalitarian rule under the Kim family. It is characterized by its tight control over all aspects of society, including the law system, economy, media, and daily life of its citizens. Because of the regime, North Korea is considered as a poor country with low economic growth, a totalitarian state, and a country without a distinctive culture (Roy, 1994). In the journal article North Korea is described with the words and phrases *uncivilized, animal-like aggressive,* and so on. In total, there are 18 words and phrases describing North Korea's negative image that is represented in the news. For the effectiveness, the words and phrases are classified into three groups as the table below.

Table 4. The Group of Negative Image of North Korea

Group I	Group II	Group III
Uncivilized, animal-like, aggressive, violent, maniacally offensive, savage, brutal and unpredictable, dangerous, totalitarian, forced, amoral, ruthless.	Poor, economically stagnant, culturally bankrupt.	Irrational, illogical, logic-defying.

The 18 words and phrases from Roy's (1994) journal article that describe the negative image of North Korea are categorized into three groups: Group I, Group II, and Group III, because there are several words and phrases that share the same meaning and concept. Group I relates to threatening, harmful, and physical force. It includes 'uncivilized', 'animal-like', 'aggressive', 'violent', 'dangerous', and so on. Group II correlates with the economic and cultural condition of North Korea. It consists of 'poor', 'economically stagnant', and 'culturally bankrupt'. The last, Group III deals with the lack of sense or logic that contains 'irrational', 'illogical', and 'logic-defying'.

Table 5. The Processes Portraying the Negative Image of North Korea

Group Number	The Image of North Korea	The Process Used	The Frequency	Total
I	Uncivilized, animal-like, aggressive, violent, maniacally offensive, savage, brutal and unpredictable, dangerous, totalitarian, forced, amoral, ruthless.	Relational	5	41
		Material	26	
		Mental	6	
		Behavioral	4	
II	Poor, economically stagnant, culturally bankrupt.	Relational	2	8
		Material	4	
		Mental	2	
III	Irrational, illogical, logic-defying.	Relational	1	5
		Mental	1	
		Material	2	
		Existential	1	
Total				54

It is visible from the table above that from 96 processes, 54 processes contribute in shaping the negative image of North Korea. The dominant negative image that portrays the image of North Korea is the Group I. It consists of images that are related to violence, inhumanity, and human rights violations. So, there are 41 processes in the news that likely use words describing North Korea as a cruel and harsh nation. It is shown that there are four processes that are used in clauses in Group I: relational, material, mental, and behavioral processes. Among the four processes, the most frequently used process in Group I is the material process with 26 clauses. This number is almost as half of the total number of clauses from the news that represent the negative image of North Korea, which is 54 clauses. It means that the material process dominates in portraying the image of North Korea. The several data of the material process of Group I are attached below.

Table 6. The Data of Material Process of the Image of North Korea Group I

Data Code	The Clauses
C3:P2	The document shines a light on an often opaque criminal justice system,
C15:P6	Human right abuses within the secretive state have been well documented over the years, including by a United Nations Commission of Inquiry in 2014,
C21:P8	(that) she was arrested in 2014 for smuggling goods from China.
C28:P8	"Some guards [[who passed by]] would hit me with their hands
C30:P8	or (some guards would) kick me with their boots
C31:P8	For five days, they forced me to stay standing
C40:P10	or (they were) raped in detention
C43:P10	while another police officer assaulted her by touching her body while interrogating her.
C47:P11	once they had been detained, as well as the absence of basic hygiene amenities such as soap, menstrual supplies or blankets
C55:P12	After a summary trial, Yoon, a former government employee, was sentenced to unpaid hard labor for five years…
C75:P16	They beat you mercilessly
C82:P17	and his joints were damaged during his time in detention

The dominant use of material process which signifies physical action or illustration committed by the Actor as an influence in shaping the image of North Korea. The 26 data of the material process in Group I include that the participant of 2 data is the reporters and the remaining 24 data have North Korea as the participant. From the data C3:P2 and C15:P6 (see Table 3.6), the participant 'reporters' tend to state that the report of the witnesses/victims of North Korea's detainee system has shown an unjust law system, and human rights abuses in North Korea have been recorded over the years. Meanwhile, the participant 'North Korea' is mostly described as the actor of the perpetration towards the witnesses and the victim. Since a material process is a process of doing and happening (Halliday & Matthiessen, 2004, p. 180), it shows an action of something. From the Table 3.6, it shows by the use of active verbs, such as 'would hit' (data C28:P8), 'would kick' (data C30:P8), 'forced' (data C31:P9), 'assaulted' (data C43:P10), and 'beat' (data C75:P16). In addition, North Korea as an actor can also be seen in some clauses that are passive sentences where in some cases the actor is absent. It can be seen in the use of the verb 'was arrested' (data C21:P8), 'were raped' (data C40:P10), 'had been detained' (data C47:P11), 'was sentenced' (data C55:P12), and 'were damage' (data C82:P17). The action verbs that are used in the material process of Group I tends to the things that are torturing and punishing people. The use of those negative action verbs could lead to the construction of the image of North Korea that is spread in public, such as uncivilized, totalitarian, and violent.

From the text analysis, it is visible that the material process is the most used process in the news. The use of material process shows an illustration of the physical action towards the detainees. It is because there are many negative action verbs in the processes. The appearance of North Korea as the most appeared participant in all processes shows that North Korea is the main topic discussed in this news. North Korea is the party that takes many actions towards its detainees based on the testimonies

of people who were able to escape from North Korea. Moreover, from the 96 clauses that are analyzed in the news, there are 54 processes that describe the negative image of North Korea. This is more than half of the total number of the clauses in the news. The results of analysis show that the clauses in the news are most likely to depict the 'violent' image of North Korea, which can be seen from the testimonies of the former detainees and former officials who told a lot about how the detainees were tortured during the detention period. Then it can be concluded that from the linguistic aspects, the news is proven to lead to the construction of a negative image of North Korea.

3.2. The Discursive Practice Analysis of the News

After knowing that the content of the news texts can lead to the construction of a negative image of North Korea, it is also necessary to know how the negative image itself is formed. Discursive practice relates to socio-cognitive aspects of text production and interpretation (Fairclough, 2010, p. 94). To know the relationship between the participants of the discourse events and the text, discursive practice analyzes the text production, distribution, and consumption (Fairclough, 2010, p. 89).

The production of the text relates to how the text is created within a social context. It includes the background of a person or people who wrote the text. The producer's background is very important to know the thoughts and ideologies that the producer has in influencing the text. Text production considers how individuals or groups use language to construct identities of something.

The first step of discursive practice is the production of the text. In this research, the news entitled *North Korean Detainees Are Treated As 'Less Than Animals', Report Alleges* as the source research data was written by two reporters: Paula Hancocks and Jake Kwon. They are reporters under the license of CNN Online News. However, in CDA instead of blaming the reporters, the focus is on the company behind them. It is because the company is the one who has the power. The company has the license and authority to publish the news. As mentioned before, the company is CNN (Cable News Network). It is the first all-news television channel in the United States. It was founded in 1980. As technology advanced over time, CNN's website was launched in 1995, and it became the most popular news website all over the world. From their website, they stated that their mission is to inform, engage, and empower the world. They also claimed that their news is available on more screens in more places than any other news source. It shows that the one who is able to spread the news is the company whom published it, which is CNN. The news company that publishes the news takes responsibility for the whole process of making the news. Therefore, rather than the reporters, CNN as the publisher is the one who takes the responsibility for the news.

The second step is the text distribution. After the text is produced, this step examines how the text is delivered to the reader or audience. The purposes of the text distribution are to disseminate to the wider audiences and to make the text easy to access. Moreover, text distribution plays a crucial role in shaping how texts are received and understood by different audiences. Texts could be sent privately to individual's mail or could also be published to the public. Instead of keeping the news private, the media shared the negative image of North Korea publicly on CNN official website. The news was finally released on October 19 in 2020. The placement was on the Asia news section of CNN web page, and it has been available to read up to the present moment. So, everyone in the whole world can access the news freely.

The last step of discursive practice is analyzing the consumption of the text. It refers to how the producer chooses the reader as the consumer or the target of the text. As CNN is a multinational news channel and website, this news is published to the public all over the world. CNN has more than five hundred million visits per month, and is ranked among the top 3 most visited news website as reported by a website traffic checker (as shown in the table below).

Table 7. Global Website Category Rank (News and Media Publishers)

Global News Website	Category Rank
yahoo.com	#1
nytimes.com	#2
cnn.com	#3

(*source: similarweb.com*)

Using English, CNN reaches large audiences worldwide. The news is accessible by global audiences, strengthening the power of CNN as a news media. Released the news globally, CNN intends to show to the world how North Korea as a communist country strictly and cruelly treat their citizens, validated by the report of the former detainees and officers of North Korea in the news. This makes the public have worse thoughts about North Korea and it affects the image of North Korea in a negative way.

The production, distribution, and consumption are needed to analyze to know how a text is formed. To examine a discourse text closely, a detailed analysis of the background of the text is needed. From the analysis above, it is visible that the news was written under the authority of CNN as the company where Paula Hancocks and Jake Kwon, the reporters who wrote the news, worked. Being under the auspices of a global news company certainly affects the news itself because it covers more audiences and can reach the target audiences. News published by CNN can also be related to the power that CNN has as a media and political relations between countries. It is because the discursive practice cannot be analyzed if there is no context or socio-cultural aspect behind the news release (Fairclough, 2010, p. 89).

3.3 The Socio-cultural Practice Analysis of the News

The third dimension of Fairclough's CDA is the socio-cultural practice. In this dimension, the social condition and its effects on the text are analyzed (Fairclough, 2010, p. 64). The socio-cultural aspects cannot be separated from the text analysis and the discursive practice. Socio-cultural itself is the context of the text. Fairclough's CDA focuses on the analysis within political and relations of power and domination upon the discursive event (Fairclough, 2010, p. 94). The socio-cultural practice of CDA is analyzed through three different levels of social organization. It includes situational, institutional, and societal levels (Fairclough, 2010, p. 132).

The immediate situation or the situational level refers to the situation when the text was produced. It is also called the context of situation. There are certain events that could motivate the reporters to eventually write the news. This news was released on October 19, 2020. Around the same time, Human Rights Watch or HRW released an interview report from 8 former government officials of North Korea and 22 former North Korean detainees, consisting of 15 women and 7 men. The contents of the interview reveal the prison system in North Korea. Witnesses explained that they were often beaten and tortured for hours, some of them even experienced sexual abuse. They also said that the prison facilities were very poor. The release of the report prompted reporters to find out more by contacting HRW. The reporters then right away wrote the news that revealed the truth about prisons in North Korea which were dehumanizing.

The second is the institutional level which refers to the impact given by the institution on resulting the text. The institution that contributes in the resulting text is the news media company that has a powerful authority of the publication of the news to shape a 'reality' as they want. In this research, it is CNN. CNN is the media that is owned by the United States. The United States applies Capitalism while North Korea applies Communism. From the point of view of the ideological analysis, these two countries are conflicting. CNN has 36 editorial offices and more than 1,100 affiliates worldwide (press.wbd.com). Having spin-off networks in various countries proves that CNN is one of favorite news media in the globe. With such immense global reputation, CNN is very easy to influence public opinion on particular cases that happening in society. As the United States' news media, it does not rule out the possibility that CNN is biased in writing its news. The biggest reason is that the United States is a country that has a political conflict with North Korea. It explains further in the wider societal context which is the last level of analyzing the third dimension of CDA.

The societal level is related to the social condition including political, economic, and cultural

aspects in society outside the text as a context. In this research, the relation between the United States, South Korea, and North Korea is explained to clarify the wider societal context of the news. When we look back to the history, the conflict between North Korea and the United States began during the Korean War in 1950-1951. The United States has been in conflict with North Korea longer than any other country in its history (Armstrong, 2008). The war triggered other countries under the United Nation (U.N.) organization, including the United States, to intervene in the dispute between the two countries to support South Korea. On the other side, North Korea received support from China and the Soviet Union. The population, cities factories, transportation facilities, farms, and dams of North Korea were bombed by the United States to show its support for South Korea. It was causing enormous destruction and losses for North Korea. The development of North Korea's nuclear weapons could be the main cause of tension for the United States because it could threaten the country's security and stability. This nuclear weapon program was the reason the United States and other countries imposed economic sanctions on North Korea in the form of restrictions on financial transactions by state banks, and restrictions on imports and exports of certain products, which caused North Korea's economy to stagnate. The ideological differences between the United States and North Korea are also one of the causes of the conflict between the two countries. The United States is a liberal democratic country, meanwhile North Korea adheres to the *Juche* ideology which is led by sole power under the Kim family. The strained relationship between North Korea and the United States has influenced the United States' media in publishing news about North Korea.

To sum up, as one of the largest media in the United States, CNN has a bias in reporting, particularly on certain countries and some issues. It has a big influence in constructing public perspectives about issues that happen in society through the way the news is presented. The news about North Korea that is written by reporters from CNN typically leads public opinion to the negative image of North Korea. The news released by CNN tends to focus on discussing issues regarding the nuclear program, human rights violations, and North Korea's government system which is known to be violent rhetoric. There is more negative news than positive news about North Korea that is released on the CNN website. It could make the image of North Korea in public turns out bad and negative because of the news that CNN has published.

4. Conclusions

This research focuses on the ways the CNN as a media in publishing the news about North Korea, especially the one entitled *North Korean Detainees Are Treated As 'Less Than Animals', Report Alleges* depicted the brutal portrayal of North Korea. By using Fairclough's three-dimensions of CDA, this research can reveal how the negative image is represented in the lexicogrammar and how social context disassembles the motives behind the news. From the text analysis, it is visible that CNN uses many negative action verbs that show the illustration of physical actions describing the atrocity against the former detainees and the former officer when they were in the prison of North Korea. Then, as a globally reputable news media, CNN undeniably has a large number of audiences making the negative image of North Korea spreading faster and easier worldwide. The long-term hostile conflict between these ideological rivals, United States and North Korea, may contribute to the cause why CNN depicted North Korea negatively. In sum, CNN has a bias in writing the news on North Korea. In addition, this research assists readers to understand how clauses, particularly the selection of lexes and grammar, are used to represent the negative image of North Korea. However, the meaning revelation is not yet complete without the analysis of the textual and interpersonal aspects. Therefore, this is recommended for the future research to conduct research on similar topic with deeper analyses, as explained previously.

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