

## CHAPTER 1

This research particularly conducts with several sub topics, background of the study, scope and limitation, research question, statement of the problem, significance of the study and definition of key terms.

### A. Background of the Study

How dangerous language is when the language is used to dominate the others. Language is a weapon to influence people's belief so that they can do what they believe about things. Language domination binds their thoughts that irrationally accept ideas in common sense. These language hegemony practices in which language is used as social practices have been practiced in different ways and in different purposes. Surprisingly, these practices have consciously and unconsciously been found in social life especially in political field. Thus, this research aims to represent the language hegemony in Zakir Naik speech in which is crucial to discuss.

Hegemony is inevitable in human life it exists in political, economic, social law, education, or religion. The symptom is easily described whereas the human becomes commanders or even followers. Hegemony can be practiced by everyone who reaches their goals. In religions, hegemony practiced can be found in purification in which contains with upperclassmen to freshmen. It can be illustrated on where as the upperclassmen is positioned by Islamic preacher with audiences or innocent people then they commit to the Islam. Hegemony is slightly different with domination due to the conception itself.

According to the Gramsci quoted by (Ivan, 2004) Hegemony was defined as a system of class alliance in which a "hegemonic class" exercised political leadership over "subaltern classes" by "winning them over." The concept made allusion to the proletariat in Italy in terms of such a "winning over", the proletariat had to free itself of its class corporatism so as to embrace other classes, notably the peasants, in a system of alliances within which it could then genuinely become the leading element in the society. The concept was introduced in the following way: The Turin communists posed concretely the question of the 'hegemony of the proletariat': i.e. of

the social basis of the proletarian dictatorship and the workers' State. The proletariat can become the leading (dirigent) and the dominant class to the extent that it succeeds in creating a system of alliances which allows it to mobilize the majority of the working population against capitalism and the bourgeois State. In Italy, in the real class relations which exists there, this means to the extent that it succeeds in gaining the consent of the broad peasant masses. To clarify the concept of ideology above Hegemony entails three things Ideology that has been constituted or formalized, Power – relation and enhanced by language.

Based on that simplification of hegemony concept, in social practice hegemony causes the social inequality and injustice. To settle the social inequality, it entails the complex analysis of critical discourse analysis through the data that has been taken. Consider to the following example of inequality is Speech by ZakirNaik. Obviously, he is an Islamic preacher which his duty is to purify the non – Muslims such as Christ, Jews, Budha, and others opposite religion to Islam. Purification refers to the domination and it refers to the shape of Hegemony, in which fundamental group dominates the subaltern group. It can happen by structural process, for instances to dominates the group the people in power have to require with three aspect, first is intellectuality, second is philosophy, and language so that it brings them to the win the consent and what is called as “Make Sense”(Ivan, 2004). Therefore, to get deep understanding of Hegemony in ZakirNaik lecture, it is important to intervene the Critical Discourse Analysis.

In conclusion, this research is under circumstance of Critical Linguistic (CL). The focus of the study is seen language as social practice. Specifically, there is a research problem that has been formulized. It is how the language hegemony is represented in ZakirNaik lecture at University of Utara Malaysia. The researcher aims to analyze the language Hegemony that is used by ZakirNaik. However, the data of this research is utterances of ZakirNaik Lecture, then this research is applied in Qualitative research. Since that this is qualitative research the researcher uses Critical Discourse Analysis as the research methodology.

## **B. Scope and Limitation**

Based on the research problems this research conducts scope and limitation. The scope of this research is language and ideology which is supported by theory of language ideology by Norman Fairclough. It can be understood that the limitation of this research is Language Hegemony which is enhanced by the theory of Language and Hegemony by Gramsci.

## **C. Research Question**

Based on the research problem, the researcher is going to formulize the problems into research question. The research question is formulized as:

1. How is Language Hegemony represented in ZakirNaik lecture at University Utara Malaysia?

## **D. Statement of the Problem**

Based on the research question, the researcher is going to the research objective, it can be formulized as:

1. To describe how is Language Hegemony represented in ZakirNaik Lecture at University Utara Malaysia.

## **E. Significance of the Study**

Based on the purpose of the study, the researcher is expected to be useful for three main aspects such as the writer, reader, and theorist in general. Further this research is to full fill the requirement of graduation in Bachelor degree. Then, pedagogically and also English Education Department at AdiBuana University, the results of this research are expected to receive the following benefits as:

1. The readers

The researcher is providing the information about Language Hegemony that is used by ZakirNaik at University of Utara Malaysia. Since this is linguistic study, the researcher is giving the contribution about information of Critical Linguistic to whom interest in Discourse field.

## 2. Other Researcher

This research aims to give the new particular concept of Language Hegemony in the ZakirNaik's lecturer at the University of Utara Malaysia. This can be very benefits for other researchers who want to be analyzing about Language Hegemony in the object of speech or others, it can be given new ideas and concept of Language Hegemony.

## **F. Definition of Key Term**

Based on the research problem this research conducts with several terminology or definitions those are:

1. Discourse is produced by written or spoken object (Fairclough, 1995)
2. Hegemony is the process of dominating the alliance or sect (Gramsci, 1995)
3. Language and Ideology are terminology that influenced each other to construct the alliance (Fairclough, 1995)
4. Rhetorical is in lines with language competence in which aims to persuade someone through expression and communication.
5. Critical Discourse Analysis A methodology to approach discourse analysis in critical views, including Power, Language, and Ideology (Wodak, 2001 )