

THE MEDIA CONSPIRACY BEHIND THE DEATH OF DIANA, PRINCESS OF WALES: A STUDY OF CRITICAL DISCOURSE ANALYSIS

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ABSTRAK

Penelitian ini berjudul *“The Media Conspiracy Behind the Death of Diana, Princess of Wales: A Study of Critical Discourse Analysis”*. Penelitian ini bertujuan untuk menjelaskan bagaimana kematian Putri Diana direpresentasikan oleh The Daily Mail dalam artikel-artikel pemberitaannya melalui dimensi tekstual dan juga memaparkan cara pandang The Daily Mail sebagai pelaku media konspirasi pada praktik kerjanya terkait berita kematian Putri Diana dalam dimensi sosiokultural. Objek penelitian ini adalah The Daily Mail, salah satu tabloid harian terbesar di Inggris. Metode yang digunakan dalam penelitian ini adalah metode kualitatif, analisis deskriptif. Penulis menggunakan teori analisis wacana kritis Fairclough (1995), disertai dengan beberapa teori pendukung lainnya, seperti teori klausa sebagai representasi Halliday (2004), teori konspirasi Feaster (2008), Birchall (2006), Barkun (2003), Hodapp dan von Kannun (2008). Hasil dari penelitian ini menunjukkan bahwa representasi kematian Putri Diana dalam dimensi tekstual didapat melalui proses material, proses mental, proses relasional, proses verbal, dan proses eksistensial yang terdapat dalam artikel-artikel The Daily Mail. Sementara itu, cara pandang The Daily Mail sebagai pelaku media konspirasi atas berita kematian Putri Diana didapat melalui proses tataran sosial, tataran institusional, tataran sosial pada dimensi praktik sosiokultural.

Kata Kunci: *Transitivitas, Analisis Wacana Kritis, Media konspirasi.*

ABSTRACT

This thesis is entitled “The Media Conspiracy Behind the Death of Diana, Princess of Wales: A Study of Critical Discourse Analysis”. This thesis is aimed to describe the representation of Princess Diana’s death and The Daily Mail’s perspective as a media conspiracy actor through textual and sociocultural dimension. The object of this thesis is The Daily Mail, one of the widest national daily newspapers in England. The method that is used in this thesis is a qualitative method, a descriptive analytic method. The writer uses the critical discourse analysis theory of Fairclough (1995) and some other supported theories, such as clause as representation theory by Halliday (2004), the conspiracy theory by Feaster (2008), Birchall (2006), Barkun (2003), Hodapp and von Kannun (2008). The result of this research shows that the representation in textual dimension that appear on Princess Diana’s death is derived from material process, mental process, relational process, verbal process, and existential process. While The Daily Mail’s perspective on Princess Diana’s death is derived from situational level, institutional level and social level of sociocultural practice dimension.

Keywords: *Transitivity, Critical Discourse Analysis, Media Conspiracy.*

I INTRODUCTION

Diana Frances Spencer, was born in Park House, Sandringham, Norfolk, England on July 1st 1961. Diana was a third child from the married couple John Spencer (8th Earl

Spencer) and The Honorable Frances Shand Kydd. She was born into a family of British nobility with royal ancestry as The Honorable Diana Frances Spencer. In 1975, she became Lady Diana Spencer after her father inherited the title of Earl Spencer. And in her sixteen, 1977, she was meet Prince Charles for the first time. Two years later, both of them got engaged and married. She got a new title as Princess Diana of Wales. But years through years, public knew that she was unhappy with her marriage. "Being a Princess isn't all. It's cracked up to be." Diana said. Finally, her marriage with a British Prince comes to an end in 1996 and she was no longer as a Princess according to the British rules. But Diana never loses her charm. She won the sympathy of the public and got the title as "The People's Princess" which contrasts with the British monarchy which seems rigid. And no matter what happened between her and The Royal Family, Diana will always be their beloved Princess.

In August 31st 1997, Diana has reported passed away in a tragic (high-speed) car (black Mercedes S280) accident, located in Pont de L'alma, Paris, France, along with her Muslim boyfriend Dodi Al-Fayed (son of billionaire Mohamed Al-Fayed, owner of Harrod's department store in London and the Hotel Ritz in Paris) and the driver, Henri Paul. Paul crashed into a support column (portentously, the 13th one) in the tunnel. It shocked the world. Some people said it was purely an accident, but many people believe it wasn't an accident. It was an assassination with a high-level conspiracy. These were popular conspiracies theories such as the concern over the rapid disposal of Diana and Dodi's bodies, the missing Fiat Uno that was said to be involved in the accident, and the suggestion that witnesses heard a bomb blast immediately prior to the crash. "Immediately after the crash news was broadcast, witnesses appeared on TV saying that they heard an explosion or bang before they heard the car crash. Was this a gunshot, or a bomb?", said the media. Princess Diana's death tragedy may have been just a tragic story that has long passed. 19 years have already been passed since her death, but the story about her is never end, especially news related to the cause of the accident. Based on the articles that appeared in the media, there are a lot of speculations about Diana's death.

After the speculations of Diana's death bubbled to the surface, many millions of people hold conspiracy theory, they believe that powerful people have worked together in order to withhold the truth about some important practice or some terrible event, includes her death. Conspiracy theories are by no means a strictly domestic phenomenon; they can be easily found all over the world. One of the conspiracy theory products is mass media. In this case, everything about Diana is still precious as news in any mass media. Mass media relates to social discourse. Social discourse has relationship with Critical Discourse Analysis (CDA) because CDA regards 'language as social practice'. According to Fairclough (1995), in CDA viewpoint, language use in any text is always simultaneously constitutive of social identities, social relations, and systems of knowledge. The viewpoint shows the practice of discourse to investigate language in text as a unit of communication. It is important to know how the language is used in the producer's discourse. The viewpoint to investigate is whether the discourse ideology is performance positively, negatively or neutrally behind the text.

Mass media is chosen because it relates to social practice; social practice has a tight relationship with CDA since CDA regards 'language as social practice'. The specific type of mass media used in this research is online media. One of examples of this media type is newspaper. Online newspaper is considered as one of the most popular mass media. Here, popular means it is widely liked, enjoyed, and used by many people. The function of the newspaper is to give people information about daily phenomena. In presenting the phenomena, a newspaper must have some important parts that are

always issued in every edition; the parts are; headline article, editorial, news article, feature article, and news in specific sections.

Based on background of the study, this study tries to answer the following questions:

1. What is the representation of Princess Diana's death in the articles?
2. In what way the conspiracy theory behind the death of Princess Diana appears in the articles?

The objectives of the research are as follows:

1. To analyze and describe the representation of Princess Diana's death in the articles through textual practice.
2. To analyze and describe the media conspiracy behind the death of Diana that appears in the articles through sociocultural practice.

In this research, there are several applied theories used in analyzing the data. The writer uses Norman Fairclough's theory of Critical Discourse Analysis as the grand theory. To find the representation of Princess Diana's death in the textual practice by the media, the writer uses M.A.K Halliday's theory (2004). The theory actually proposes transitivity in six types of processes; Material processes, mental processes, relational processes, behavioral processes, verbal processes and existential processes. In addition, in order to accommodate some of the analysis of this research, the writer uses not only M.A.K Halliday's theory of transitivity (2004) but also The Conspiracy Theory as the tools of analysis in the level of sociocultural practice, which also has three levels; situational, institutional, and social. The theories used, among others, are, Feaster (2008), Birchall (2006), Barkun (2003), Hodapp and von Kannun (2008).

II METHOD AND TECHNIQUE

The method applied in this research is qualitative with a descriptive method. Bodgan and Biklin (1992: 29) state that qualitative research at least has five features as follows:

- a. Qualitative research takes place in a natural setting.
- b. Qualitative research is descriptive. The data collected is in the form of words rather than numbers.
- c. Qualitative researchers are concerned with process rather than with products.
- d. Qualitative researchers analyze their data logically.
- e. Meaning is an essential concern to the qualitative approach.

In addition, Berg (2001:6) mentioned the qualitative research as "*Qualitative research properly seeks answer to questions by examining various social and the individuals who inhabit these settings.*" He (2001:7) then continued his statement with "*Qualitative researchers, then, are most interested in how humans arrange themselves and their settings and how inhabitants of these settings make sense of their surroundings through symbols, rituals, social structures, social rules, and so forth.*"

Data collecting is an underlying thing that is necessarily attempted to conduct a research. The aim of the data collecting is to get valid and accurate data. In collecting data, there are several applicable methods, i.e. library research, field research, and laboratory research. In this research, the writer only conducts library research since this research needs many references. Library research is the most appropriate method for this kind of research.

In collecting the data, the writer implements several procedures as follows:

1. Choosing the data source.

In conducting this research, data source is needed to get accurately valid data. Eventually, a newspaper is chosen as the data source. Here, the writer collects

headline articles about the case of conspiracy theory behind the death of Diana, Princess of Wales in British newspapers.

2. Reading the whole articles carefully and thoroughly.
The whole headline articles about the case from British newspapers are read carefully and thoroughly to comprehend the content of the articles.
3. Choosing the data.
In this process, the data chosen are the clauses and sentences related to the representation of conspiracy theory as the topic of this research.
4. Analyzing the data.
After choosing the data, the writer analyzes them based on the strategies used to represent the actors in the text, and then, the writer describes the conspiracy theory. Finally, the writer formulates the way of British newspapers represent the conspiracy theory.

As mentioned above, in completing this research, library research is done to gain the theories and references to support the analysis. The collected data are analysis based on Norman Fairclough's theory. There are three practices in analyzing the data. First, in the textual practice uses clause as representation method, which using as an equipment tool of analysis from Halliday. It divided into six levels of analysis: material processes, mental processes, relational processes, behavioral processes, verbal processes, existential processes and also the addition of circumstantial element analysis. Second, is the discourse practice level, but the writer didn't use this level of practice due to the limitation access of communication with the media itself or the direct writers of the articles that it used in this research. Third, in the sociocultural practice, it divided into three levels of analysis: situational level, institutional level, and social level.

The data sources of this research are taken from some articles in the Daily Mail articles. Daily Mail is the leading middle-market daily newspaper in the United Kingdom. Established in 1896 and owned by the Daily Mail and General Trust (DMGT) companies. It provides businesses and consumers with compelling information, analysis, insight, events, news, and entertainment. The brand is as influential as ever and is an integral part of British journalism.

Following the data in this research, the articles are used to find the discourse strategies used by the British newspapers in representing the conspiracy theory involved in the text.

Critical Discourse Analysis

According to Fairclough, Critical Discourse Analysis (CDA) is a critical approach of Discourse Analysis. Discourse contributes to the construction of social relations, and systems of knowledge and meaning. In addition, Fairclough also states, "CDA" is viewed as integrating (a) analysis of text, (b) analysis of processes of text production, consumption, and distribution, and (c) sociocultural analysis of the discursive event (be it in an interview, a scientific paper, or a conversation) as a whole" (1995: 23).

Critical Discourse Analysis (CDA) is not simply analyzing linguistic features related to language, text, and context. According to Fairclough, discourses have three effects. First, discourse constructed the social identity and subject position. Second, discourse constructed the relationship between the people. Third, discourse gives more contribution in knowledge and belief. Fairclough also uses discourse as a language used as a social practice which contains some implications.

"Discourse analysis which aims to systematically between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and

processes; to investigate how such practices, events and text arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power and hegemony.” (Fairclough, 1995: 135)

It is the power to influence knowledge, beliefs, values, social relations, and social identities. Fairclough divided discourse into three level of analysis; text, discourse practice and sociocultural practice. Each level is different. It depends on its purpose.

“Three analytical focuses in analyzing any communicative event are text (e.g. a news report), discourse practice (e.g. the process of production and consumption) and sociocultural practice (e.g. social and cultural structures which give rise to the communicative event).” (Fairclough, 1995: 57)

Here, Fairclough describes (a) text realized in written or oral, text can be realized by spoken in radio or spoken and visual in television, (b) discourse practice is disclosed by the processes of text production and text consumption, in this case, processes are realized by verbs in transitivity system, and intertextuality analysis, thus (c) sociocultural practice is realized by the social and cultural goings-on which the communicative is a part of event.

Textual Practice

The first analytical focus of Fairclough’s three-part model is text. Analysis of texts is concerned with both their meanings and their forms. It involves linguistic analysis in terms of vocabulary, grammar, semantics, the sound system, and cohesion-organization above the sentence level (1995: 57). Linguistic analysis is applied to text’s lexical-grammatical and semantic properties, two aspects that have mutual impact on each other (57-58).

Clause as Representation (Transitivity)

According to Halliday (2004: 168) clause as representation is one of grammatical units – a multifunctional construct consisting of three metafunctional lines of meaning. The two others are the textual line of theme and rheme (the clause as message) and the interpersonal line of mood and residue (the clause of exchange). Clause of representation is a figure of transitivity, a figure of happening, doing, sensing, saying, being or having. All figures consist of a process unfolding through time and of participants being directly involved in this process in some way; and in addition there may be circumstances of time, space, cause, manner ore one of a few other types.

According to Halliday (2004:260), the processes of transitivity are:

PROCESS TYPE	Category Meaning	Participants, directly involved	Participants, obliquely involved
Material: Action Event	‘doing’ ‘doing’ ‘happening’	Actor, goal	Recipient, client; scope; initiator; attribute
Behavioral	‘behaving’	Behaver	Behavior
Mental: Perception Cognition Desideration Emotion	‘sensing’ ‘seeing’ ‘thinking’ ‘wanting’ ‘feeling’	Senser, phenomenon	

Verbal	'saying'	Sayer, target	Receiver; verbiage
Relational: Attribution Identification	'being' 'attributing' 'identifying'	Carrier, attribute Identified, identifier; token, value	Attributor, beneficiary Assigner
Existential	'existing'	Existent	

Material Processes

According to Gerot and Wignell (1994: 55), material processes are processes of material doing. They express the notion that some entity physically does something – which may be done to some other entity. So clauses with a material processes obligatory have a doing (process) and a doer (participant). The entity who or which does something is the Actor. There optionally is an entity to which the process is extended or directed. This entity which may be done to is the goal. The goal is most like the traditional direct object, which we're told on transitive verbs may take. There are two varieties of material processes: creative and dispositive (transformative). In the creative type, the Goal is brought about by the process.

Mental Processes

According to Gerot and Wignell (1994: 58), mental processes are ones of sensing: feeling, thinking, perceiving. There are three types: affective or reactive (feeling); cognitive (thinking), and perceptive (perceiving through the five senses). Mental processes are mental, covert kinds of goings-on. And the participant involved in mental processes is not so much acting or acting upon in a doing sense, as sensing – having feelings, perceiving, or thinking. The participant roles in mental processes are Senser and Phenomenon. The Senser is by definition a conscious being, for only those who are conscious can feel, think, or see. The phenomenon is that which is sensed: felt, thought or seen.

According to Halliday (2004: 210), mental processes are the process of sensing. The types of mental clause are:

	'like' type	'please' type
Perceptive	Perceive, sense; see, notice, glimpse; hear, overhear; feel; taste; smell	(assail)
Cognitive	Think, believe, suppose, expect, consider, know; understand, realize, appreciate; imagine, dream, pretend; guess, reckon, conjecture, hypothesize; wonder, doubt; remember, recall, forget; fear (think fearfully)	Strike, occur to, convince; remind, escape; puzzle, intrigue, surprise
Desiderative	Want, wish, would like, desire; hope (for), long for, yearn for; intend, plan; decide, resolve, determine; agree, comply, refuse	(tempt)

Emotive	Like, fancy, love, adore, dislike, hate, detest, despise, loathe, abhor; rejoice, exult, grieve, mourn, bemoan, bewail, regret, deplore; fear, dread; enjoy, relish, marvel	Allure, attract, please, displeasure, disgust, offend, repel, revolt; gladden, delight, gratify, sadden, depress, pain; alarm, startle, frighten, scare, horrify, shock, comfort, reassure, encourage; amuse, entertain, divert, interest, fascinate, bore, weary, worry
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Relational Processes

According to Gerot and Wignell (1994: 67-71), relational processes involve states of being (including having). They can be classified according to whether they are being used to identify something. Processes which establish an identity are called Identifying Processes and processes which assign a quality are called Attributive Processes. Each has its own characteristic participant roles. In attributives, these are Carrier and Attribute. In identifying processes, the participant roles are token and value. Relational processes can be further sub-classified according to whether they are: intensive, possessive, circumstantial.

Relational processes play a key role in education in subjects such as science, geography, mathematics and economics. It is through these processes that these subjects create an ordered technical vocabulary, and a way of classifying the world. They are fundamental in how the above-mentioned subjects construct the world. It is sometimes difficult to tell whether a relational processes is identifying or attributive. The easiest way to distinguish between them is that identifying processes are reversible. The clause can be reversed in order and the semantic relationship still holds. The reversibility test works because identifying processes have a passive voice; that is, the clause can be made passive. However, is does not change its form when it is passive so a further test is to substitute a relational process which does change. Some of the more common relational processes are:

Attributive	Be, get, keep, look, smell, sound, last, cost, need, become, fun, stay, appear, taste, end up, weigh, has, require, go, grow, remain, seem, feel, turn out, concern, belong to.
Identifying	Be, add up to, call, represent, form, imply, realize, betoken, resemble, include, comprise, become, play, mean, spell, give, stand for, indicate, take up, occupy, involve, provide, equal, act as, define, express, constitute, symbolize, signify, span, own, contain, cause.

Behavioral Processes

According to Gerot and Wignell (1994: 60), behavioral processes are processes of (typically human) physiological and psychological behavior, like breathing, coughing,

smiling, dreaming and staring, snoring, hiccupping, looking, watching, listening, pondering. There is one obligatory participant; the behavior. Like a sayer, the behavior is a conscious being. But the process is one of doing, not sensing. In behavior processes, range names the behavior enacted. Range is element that specifies the scope or domain of the process.

Verbal Processes

According to Gerot and Wignell (1994: 62-63), verbal processes are processes of saying, or more accurately, of symbolically signaling. Very often these are realized by two distinct clauses; the projecting clause encodes a signal source (sayer) and a signaling (verbal process) and the other (projected clauses) realizes what was said. These are three other participants that may be incumbent upon verbal process:

1. Receiver: the one to whom the verbalization is addressed. It may be subject in a clause this is 'receptive'. It is also realized by a nominal group typically denoting a conscious being (a potential speaker), a collective or an institution; the nominal group either occurs on its own or is marked by a preposition.
2. Target: One acted upon verbally (insulted, complimented, etc).
3. Range/verbiage: A name for the verbalization itself. The function that corresponds to what is said, representing it as a class of thing rather than as a report or quote. This may mean one of the two things.

Existential Processes

According to Gerot and Wignell (1994: 72), existential processes are processes of existent. Existential processes are expressed by verbs of existing: 'be', 'exist', 'arise' and the existent can be a phenomenon of any kind.

Circumstantial Elements

According to Gerot and Wignell (1994: 62), circumstances answer such questions as when, where, why, how, how many, and as what. They realize meanings about:

- **Time (temporal):** Tells when and is probed by when? How often? How long?
- **Place (spatial):** Tells where and is probed by where?
- **Manner:** Tells how.
 - Means: Tells by what means and is probed by what with?
 - Quality: Tells how and is probed by how?
 - Comparison: Tells like what and is probed by what like?
- **Cause:** Tells why.
 - Reason: Tells what causes the process and is probed by why? Or how?
 - Purpose: Tells the purpose and is probed by what for?
 - Behalf: Tells for whose sake and is probed by for whom?
- **Accompaniment:** Tells with(out) who or what and is probed by who or what else?
- **Matter:** Tells about what or with reference to what and is probed by what?
- **Role:** Tells what as and is probed by as what?

Sociocultural Practice

Analysis of the sociocultural practice dimension of a communicative event may be at different levels of abstraction from the particular event. It may involve its more immediate situational context, the wider context of institutional practices the event is embedded within, or the yet wider frame of the society and the culture. All of these

layers may be relevant to understanding the particular event and indeed particular events cumulatively constitute and reconstitute social and cultural practice at all levels (Fairclough, 1995:62). Doing critical discourse analysis will, then, always involve the transdisciplinary integration of different theories within a multi perspectival research framework. For Fairclough (1995: 62), analysis in this dimension pertains to three aspects of the sociocultural context of a communicative event: economic (i.e. economy of the media), political (i.e. power and ideology of the media), and cultural (i.e. issues of values).

“An account of communication in the mass media must consider the economics and politics of the mass media: the nature of the market which the mass media are operating within, and their relationship to the state, and so forth.” (Fairclough, 1995: 36)

One of the issues of considerable importance is access to media: who has access to mass media and what implications the answer to this question has regarding the place of the media in society. As Fairclough (1995: 40) argues, there are many individuals and social groups who do not have an equal access to the mass media in terms of writing, speaking or broadcasting. This is because media output is very much under professional and institutional control, and in general it is those who already have other forms of economic, political or cultural power that have the best access to the media. A further consideration is the wider sociocultural context of mass media communication, the social and cultural structures, relations, practices, and values which frame the mass media, shape mass media communication, and are shaped by it.

Conspiracy Theory

According to Michael Barkun (2003:3), in his book *A Culture of Conspiracy*, three principles in conspiracy theory: (1) Nothing happens by accident, everything that happens in the world is intentional, by someone’s (or something’s) grand design. (2) Nothing it as it seems, whoever or whatever is in control disguises their role and their identity. In fact, they go out of their way to look innocent, defect blame, or just plain hide. (3) Everything is connected, because of an intricate, evil design that allows for no accidents, there’s no such thing as a coincidence, and the patterns of evil forces are all inter connected with each other. For the purposes, a conspiracy belief is the belief that an organization made up of individuals or groups was or is acting covertly to achieve some malevolent end. Barkun also stated:

“Conspiracy beliefs involve two distinguishable forms of secrecy. One concerns the group’s activities. A group may be secret or known, and its activities may be open or hidden.” (2003:4)

Types of conspiracy theories (Barkun,2003:6):

Event Conspiracies	The conspiracy is held to be responsible for a limited, discrete event or set of events.
Systemic Conspiracies	The conspiracy is believed to have broad goals, usually conceived as securing control over a country, a region, or even the entire world. While the goals are sweeping, the conspiratorial machinery is generally simple: a single, evil organization implements a plan to infiltrate and subvert existing institutions.
Super Conspiracies	This term refers to conspiratorial constructs in which multiple conspiracies are believed to be linked together hierarchically. At the summit of the conspiratorial hierarchy is a distant but all powerful evil force manipulating lesser conspiratorial actors.

Because the conspiracy is so powerful, it controls virtually all of the channels through which information is disseminated – universities, media, and so forth. The conspiracy desires at all costs to conceal its activities, so it will use its control over knowledge production and dissemination to mislead those who seek to expose it.

The result is a closed system of ideas about a plot that is believed not only to be responsible for creating a wide range of evils but also to be so clever at covering its tracks that it can manufacture the evidence adduced by skeptics. According To Barkun (2003:7), “The very fantastic character of (conspiracy theories) conclusions leads to heroic strivings for ‘evidence’ to prove that the unbelievable is the only thing that can be believed.”

For conspiracists of any stripe, the “accepted” version of events is never acceptable. Events are never as they seem. The real explanation always lies hidden in the shadows. Conspiracy theorists take actual facts, or sometimes grains of truth, then exaggerate and manipulate them into propaganda useful for scapegoating particular groups (Tobias and Foxman, 2003: 6). A conspiracy theory is the idea that someone, or a group of someone’s, acts secretly, with the goal of achieving power, wealth, influence, or other benefit. The conspiracy theory is absolutely inseparable from the secret society. Secret societies are the repositories of the hidden knowledge that spins the conspiracy theory (Hodapp and von Kannon, 2008: 9). A conspiracy theory is a way of looking at a single event and postulating that maybe there’s a lot more to it that can be seen on the surface, with darker forces behind the whole thing. A conspiracy theory is the notion that someone, or an organization group of people, is acting secretly with evil intent. The word conspire comes from the Latin word, conspire, which literally means “to breathe together”. Conspiracy theories can and often do go global and involve super criminals, evil geniuses, megalomaniacal trillionaires, satanic demons, or even alien invaders who are hell-bent on owning everything or controlling everything or destroying everything (society, religion, economics, racial groups, or a combination of all of them), (Hodapp and von Kannon, 2008: 9).

For the conspiracist, evidence is the hobgoblin of little minds. Looking for evidence is an annoyance, because for the true believer, the lack of proof is the proof of the conspiracy itself. Lack of evidence proves that powerful forces are seeing to it that evidence never sees the light of day. Such evidence is simply more proof that the conspirators are frightened of the conspiracist and are working overtime to cover their tracks by creating plausible, but utterly false data. After all, so the argument goes, these evil forces control the media, business, banks, universities, governments, and all-you-can-eat buffets: obviously the real truth will never come out. They will invent and plant new evidence to make their accusers look discredited –or ridiculous- which is waste of time, because they can do that all on their own (Hodapp and von Kannon, 2008: 23). A big part of the mindset of conspiracism is that all facts are malleable, all of them changeable in the right hands, none of them to be trusted. The other people who study the pathology of conspiracy theorist have come up with a raft of behavior categories (Hodapp and von Kannon, 2008: 22):

1. **Apophenia:** This behavior looks at meaningless or unconnected images, numbers, words, or other data and finds patterns in them.
2. **Confirmation blast:** This habit is tendency to develop a preconceived notion, then make all evidence conform to it, or to simply ignore the contrary evidence together.

All truth passes through three stages. First, it ridiculed. Second, it is violently opposed. Third, it is accepted as self-evident. Conspiracy theories can form a monological belief system: A self-sustaining worldview comprised of a network of mutually supportive beliefs. The conspiracy theorists have a generalized suspicion of all authority and thereby believe that any event is the product of a conspiracy by authority.

Further, they noted that feelings of powerlessness and a willingness to follow authoritarian leaders may be contribute to beliefs in conspiracies. This brief review of the theoretical and empirical literature on conspiracies suggests that there are five types of reasons that people believe in conspiracies:

1. They are all enacted.
2. They feel powerless.
3. Such conspiracies simplify a complex world.
4. Conspiracies can be used to explain their problems.
5. And, such beliefs provide an outlet for their hostility.

“One reason that people may believe in conspiracies is that they feel alienated and are distrustful of others, especially people in authority.” (Goertzel. 1994. Kramer, 1994). They may believe that individuals in authority lie or cover up events to suit their own purposes. (Kramer: 1994). People who feel powerless may find comfort in conspiracy theories because these theories help them to accept and explain their predicaments. (Hoftstadter: 1965). Conspiracy theories can undermine the legitimacy and efficacy of government policy, and sometimes lead to violence.

A conspiracy as a secret arrangement between two or more powerful actors to usurp political or economic power, violate established rights, hoard vital secrets, or unlawfully alter government institutions. (Pigden: 1995, 5). One’s man conspirator is another man’s hero. One man’s traitor is another man’s patriot.

The belief in conspiracy theories is often seen as foolish and illogical (e.g., Shermer, 1997. Melley, 2002. William 2000), and indeed the term itself is somewhat dismissive or pejorative. The popularity of conspiracies often grows with time and theories also become more elaborate over time (McHoskey, 1995). Conspiracy theories surround many other historical and social events. Even cursory defenses of conspiracy theories may sow mistrust and divert attention from critical scientific, political and social issues. The study’s analysis concluded that people do not tend to believe in a conspiracy theory because of the specifics of a scheme but rather because they possess higher-order beliefs that support conspiracist thinking in general. Belief in conspiracy theories is associated with feelings of powerlessness and uncertainty. In conspiracy theory or theories, we find a secret dimension of politics with unpredictable alliances, invisible networks, and hidden agents. Conspiracies –both real ones and phantasms- open up questions about what constitutes the mechanisms of power, its secret, dark side. In criminal law, a conspiracy is defined as “an agreement between two or more natural persons to break the law at some time in the future”. The essential components, thus, of a conspiracy, are thus two things: a group and a plan. Thinking about conspiracies always means thinking about groups.

Conspiracies are the dark side of social bonding, the dark side of power and of political activity, they are that which must not and cannot come under public scrutiny, that which cannot be legitimized and therefore have to resort to the veil of secrecy. What really keeps the conspiratorial group together is an (epistemo) logical principle: the sharing of a secret. For a secret, is something essentially social, and implies at least three

players. A secret can be defined as the exclusive knowledge that A shares with B against C. A secret that is only locked into a single mind, that is not at least virtually “shareable”, is none at all. A conspiracy is thus a group that not only revolves around, but is essentially constituted by the secret that keeps it together and serves as threshold between the group and the rest of the world, the very distinction between outsiders and insiders. Any kind of talking, speculating, narrating, and even theorizing about conspiracies is always and by definition limited to the position of the outsider. Conspiracy is also a media of manipulation. It can be seen as a form of political thinking, as a “paranoid style”. Conspiracy theories are not by definition false: indeed, many real conspiracies have come to light over the years.

III ANALYSIS DATA

The Conspiracy Representation on the First Decade (1997-2007)

Material Processes

Data 1

The programme ‘How Diana Died: The Conspiracy Files’, also revealed how the original post mortem blood samples showing Paul to be three times over the French drink-drive limit were accurate.

<i>The programme ‘How Diana Died: The Conspiracy Files’;</i>	also revealed	<i>how the original post mortem blood samples showing Paul to be three times over the French drink-drive limit were accurate.</i>
Actor	Process: Material	Circumstance: Manner (Means)

The clause, which is part of the body text, is a material process which is signed by the word “also revealed”. According to Longman Dictionary, the word revealed means to show something that was previously hidden, secret or unknown. In this clause, “The programme: How Diana Died: The Conspiracy Files” acts as the actor, while the rest of the clause is a circumstance manner with type means. The actor in here provides facts or information about the original post mortem (an examination of a dead body to discover why the person died) of blood samples, to make it clear that Paul’s were driving a car after having drunk too much alcohol above or higher than the greatest amount that is allowed in French. And because of the drink-drive limit were said accurate in this clause, it means that the original post mortem blood samples were correct and true in every detail. There is no sign for a conspiracy. The representation of Princess Diana’s death in this clause is positive.

Mental Processes

Data 2

A two-year investigation in France blamed Mr. Paul for losing control because he was high on drink and prescription drugs and was driving too fast.

<i>A two-year</i>	<i>Investigation</i>	<i>in France</i>	blamed	<i>Mr. Paul</i>
Circumstance: Extent (Duration)	Senser	Circumstance: Location (Place)	Process: Mental	Phenomenon

<i>for losing control</i>	<i>because he was high on drink and prescription drugs and was driving too fast.</i>
Circumstance: Cause (Purpose)	Circumstance: Cause (Reason)

The clause, which is part of the body text, is a mental process which is signed by the verb “blamed”. According to Longman Dictionary, the word blamed means to think that someone or something is responsible for something bad. In this clause, investigation acts as a senser. Investigation is an official attempt to find out the truth about or the causes of something such as an accident. The senser blamed Mr. Paul, whom in this clause acts as phenomenon for the certain reason: gradually have less of control, the ability to remain calm because of he drinks so much alcohol and also prescription drug (a piece of paper on which doctor writes what medicine a sick person should have, so they can get it from a pharmacist), but if someone doesn’t have this paper from the doctor, the drug becomes an illegal substance. Such as marijuana or cocaine, which some people take in order to feel happy, relaxed, or exited. Plus, Paul was driving too fast. According to the clause above, there is no sign for a conspiracy. The representation of Diana’s death is positive.

Relational Processes

Data 3

The accident was caused by the fact that the driver of the car was inebriated and under the influence of drugs incompatible with alcohol, a state, that did not allow him to maintain control of his vehicle which was travelling at a high speed on a tricky section of the road.

<i>The accident</i>	was	<i>Caused</i>	<i>by the fact</i>	<i>That</i>
Carrier	Process: Relational Attributive	Attribute	Circumstance: Manner (Means)	Conjunction
<i>the driver of the car</i>	was	<i>inebriated and under the influence of drugs incompatible with alcohol,</i>	<i>a state, that did not allow him to maintain control of his vehicle which was travelling at a high speed on a tricky section of the road.</i>	
Carrier	Process: Relational Attributive	Attribute	Circumstance: Matter	

The clause, which is part of the body text, is a relational attributive process which is signed by the word “was”. “The accident” and “The driver of the car”, become the carriers of the attributive relational process. They are related to the qualifiers: “caused”, and “inebriated and under the influence of drugs incompatible with alcohol” are claims as the fact of the crash. The connection indicates a judgement: that the driver lost control of his vehicle while driving at a high speed. According to the clause above, there is no sign for a conspiracy. The representation of Diana’s death is positive.

Verbal Processes

Data 4

Fayed has always insisted the couple were due to wed and that Diana was pregnant. He also claims the couple were killed by British security services because the Royal family wouldn't tolerate the thought of Diana carrying a Muslim baby.

<i>Fayed</i>	<i>has always insisted</i>	<i>the couple were due to wed and that Diana was pregnant.</i>
Sayer	Process: Verbal	Verbiage
<i>He</i>	<i>also claims</i>	<i>the couple were killed by British security services because the Royal family wouldn't tolerate the thought of Diana carrying a Muslim baby.</i>
Sayer	Process: Verbal	Verbiage

The clause, which is part of the body text, is a verbal process which is signed by the word “has always insisted” and “also claims”. According to Longman Dictionary, the word insisted means to say firmly and often that something is true, especially when other people think it may not be true. While the word claims means to state that something is true even though it has not been proved. In this clause, “Fayed” acts as the sayer, and is activated by verb “has always insisted” and “also claims”. And the verbiages shows that he insists both of the victims are getting married soon because of Diana was already having child with Dodi, and then they were killed in an order from British Royal Family just because the member of the Royal family couldn't believe with the way of Diana's thinking, and couldn't allow Diana to marry Dodi, a Muslim man, whose religion is Islam. According to the clause above, there is a sign for a conspiracy. The representation of the Diana's death is negative.

Existential Processes

Data 5

On September 9 there were reports that a search of Henri Paul's flat in Paris had revealed a veritable drinking den.

<i>On September 9</i>	<i>there were</i>	<i>reports</i>	<i>that a search of Henri Paul's flat in Paris</i>	<i>had revealed a veritable drinking den.</i>
Circumstance: Location (Time)	Process: Existential	Existent	Circumstance: Location (Place)	Circumstance: Matter

The clause, which is part of the body text, is an existential process which is signed by the word “there were”. The word there in a clause is a participant. It has no representational function in the transitivity structure of the clause, but it serves to indicate the feature of existence, and it is needed interpersonally as a Subject. In this clause, “reports” plays a role as existent. There are two kinds of circumstances in here. Both of them are to support the existent. The first circumstance is location which tells the location and the time, where and when the existent has been made. And the last circumstance is matter, to tell what about the existent. It revealed (to show something that was previously hidden, secret, or unknown) a drinking den in Henri Paul's room. A den is a place to drink

in house where people relax without being interrupted. According to the clause above, there is no sign for a conspiracy. The representation of Diana’s death is positive.

The Conspiracy Representation on the Second Decade (2008-2017)

Data 6

Lord Justice Scott Baker yesterday also ridiculed Mohamed Al Fayed’s theory that Diana and his son, Dodi, were killed as the result of a murder plot orchestrated by Prince Philip.

<i>Lord Justice Scott Baker</i>	<i>yesterday</i>	<i>also ridiculed</i>	<i>Mohamed Al Fayed’s theory</i>	<i>that Diana and his son, Dodi, were killed as the result of a murder plot</i>	<i>orchestrated by Prince Philip.</i>
Actor	Circumstance: Location (Time)	Process: Material	Goal	Circumstance: Cause (Reason)	Circumstance: Accompaniment.

The clause, which is part of the body text, is a material process which is signed by the word “also ridiculed”. According to Longman Dictionary, the word ridiculed means (1) unkind laughter or remarks that are intended to make someone or something seem stupid. (2) to laugh at a person, idea, and say that they are stupid. In this clause, “Lord Justice Scott Baker” acts as the actor who did the process ridiculed. The actor’s goal is Mohamed Al Fayed’s theory, a set of ideas that has not yet been proved to be true. The circumstance reason for the goal is that Fayed believes Diana and his son, Dodi, were killed as a result of a secret and complicated plan that organized by whom he called as the German Nazi, Prince Phillip. An idea that Fayed’s thinks is true but for which he lack of proof. It became the reason why the actor did the process of unkind laughter to make Fayed’s seem stupid. According to the clause above, there is no sign for a conspiracy. The representation of Princess Diana’s death is positive.

Data 7

The European Court of Human Rights rejected all his claims about Dodi and Diana.

<i>The European Court of Human Rights</i>	<i>rejected</i>	<i>all his claims</i>	<i>about Dodi and Diana.</i>
Senser	Process: Mental	Phenomenon	Circumstance: Matter

The clause, which is part of the body text, is a mental process which is signed by the word “rejected”. According to Longman Dictionary, the word rejected means to refuse to accept, believe in, or agree with something. In this clause, “The European Court of Human Rights” acts as senser who rejected the phenomenon: all his claims. There is one kind of circumstance matter in here, which tells that Al Fayed claims was refused to accept, believe, and agree by the court. According to the clause above, there is no sign for a conspiracy. The representation of Diana’s death is positive.

Data 8

The former British Ambassador to Paris Lord Jay was forced to deny being involved in a conspiracy to kill the princess.

<i>The former British Ambassador to Paris Lord Jay</i>	<i>was forced</i>	<i>to deny being involved in a conspiracy</i>	<i>to kill the princess.</i>
Carrier	Process: Relational Attributive	Attribute	Circumstance: Cause (Purpose)

The clause, which is part of the body text, is a relational attributive process which is signed by the word “was forced”. “The former British Ambassador to Paris Lord Jay” becomes the carrier of the process. It is related to the qualifiers: “to deny being involved in a conspiracy”. The connection indicates a judgement: Someone was persuading to do something he doesn’t want to do. If Lord Jay was forced to deny being involved in a conspiracy to kill the Princess, that means, what really happened was vice versa. He was being involved in a conspiracy to kill the Princess. In other words, it was true that Princess assassinated. According to the clause above, there is a sign for a conspiracy. The represent of Diana’s death is negative.

Data 9

The mother of Princess Diana called her a ‘whore’ for dating Muslim men.

<i>The mother of Princess Diana</i>	<i>called</i>	<i>her a ‘whore’</i>	<i>for dating Muslim men.</i>
Sayer	Process: Verbal	Verbiage	<i>Circumstance: Cause (Reason)</i>

The clause, which is part of the body text, is a verbal process which is signed by the word “called”. According to Longman Dictionary, the word called means to use a word or name to describe someone or something in a particular way. In this clause, “The mother of Princess Diana” acts as sayer and is activated by the verb “called”. The verbiage describes her (Diana) as a whore, which is an offensive word (taboo) for a woman who has many sexual partners. On the other word is a female prostitute because of having a romantic relationship with someone whose religion is Islam. According to the clause above, there is a sign for conspiracy. The representation of Diana’s death is negative.

Data 10

There’s no evidence that the Duke of Edinburgh ordered Diana’s execution, and there’s no evidence that the secret intelligence service or any other government agency organized it.

<i>There’s</i>	<i>no evidence</i>	<i>that the Duke of Edinburgh ordered Diana’s execution</i>	And
Process: Existential	Existent	Circumstance: Matter	Conjunction

<i>There's</i>	<i>no evidence</i>	<i>that the secret intelligence service or any other government agency organized it.</i>
Process: Existential	Existent	Circumstance: Matter

The clause, which is part of the body text, is an existential process which is signed by the word “there’s”. The word there in a clause is a participant. It has no representational function in the transitivity structure of the clause, but it serves to indicate the feature of existence, and it is needed interpersonally as a Subject. In this clause “no evidence” plays a role as existent. There is one kind of circumstance in here to support the evidence. According to Longman Dictionary, evidence means (1) facts or signs that show clearly that something exists or is true. (2) Information that is given in a court of law in order to prove that someone is guilty or not guilty. The circumstance matter tells about that The Duke of Edinburgh (Prince Philip) on a purpose carefully planned the car crashed for Diana and Dodi as a legal punishment. According to the clause above, there is a sign for a conspiracy. The representation of Diana’s death is negative.

The media conspiracy in sociocultural practice will be analyze through three levels: situational level, institutional level, and social level. In the situational level, the analysis will be focus to the background about the Princess’s death. In the institutional level, the analysis will be focus to the institution or company which accommodates The Daily Mail. And in the social level, the analysis will be focus to reveal how The Daily Mail runs their media conspiracy about the Princess Diana’s death. Situational level, refer to the background of the events reported. Refer to the immediate conditions of the situational context in which they are produced. Focus on the phenomena of news from the perspective of new sources, speech reporting, etc.

Level of institutional associated with the production (how the media write news and how to become news in media) and context of the situation (how the media cover the news), with regard to the influence of internal and external institution. The institution which is used in this research is The Daily Mail and General Trust (DMGT) Company that accommodates The Daily Mail newspaper.

This company belongs to Jonathan Harmsworth, 4th Viscount Rothermere. He is a great-grandson of the one of the co-founders, and is the current chairman and controlling shareholder of the Daily Mail and General Trust.

While, day-to-day editorial decisions for the newspaper are usually made by a team around the senior English journalist and editor, Paul Dacre. Paul Dacre was born on 14th November 1948. The Mail has been edited by Paul Dacre since 1992. He is also an editor in chief in DMG Media, a director of The Daily Mail and General Trust, and was a member of the Press Complaints Commission (PCC) from 1999-2008. He seems to hold a big role in the company.

“The Mail is a rare national newspaper in that it is the embodiment of the values and views of its editor rather than its proprietor. It is very much Paul Dacre’s paper. Jonathan Harmsworth is unlike almost every other owner, he is genuinely hands off.” -The Guardian-

According to Fairclough, those who already have other forms of power like Paul Dacre that have the best access to the media. This is because media output is very much under professional and institutional control.

Fairclough also stated that a few large corporations own the most of the commercial media in the west. Here, the publisher of The Mail, The Daily Mail and General Trust, is currently a FTSE 250 company (it is a capitalization-weighted index consisting

of the 101st to the 350th largest companies listed on the London Stock Exchange). The paper has a circulation of any English-language daily newspaper in the world which also produced The Scottish Daily Mail, Irish Daily Mail, Continental and Overseas Daily Mail (covering Europe and North Africa), and Mail Today (India).

Back then, The Daily Mail devised by Alfred Harmsworth and Harold Harmsworth. It was first published on 4th May 1896. With Harold running the business side of the operation and Alfred as editor, The Mail from the start adopted an imperialist political stance. From the beginning, The Mail also set out to entertain its reader with human interest stories, serials, features, and competitions. And as much as Fairclough said before, the mass media are no exception. Like other profit making institutions, the media have a product to sell. And their product is the audience who interest to advertisers.

"In Daily Mail and General Trust, we all share a common goal; to satisfy our customers' need to know. We provide news, high-value information and valuable insights to consumer."

In their journey, The Daily Mail has been awarded The National Newspaper of the Year in 1995, 1996, 1998, 2001, 2003, 2011, and 2016 by the British Press Awards. Besides, the brand of Daily Mail is as influential as ever and is an integral part of British journalism. Here is below the strategy that ruled by the company.

Our strategy:

"Daily Mail and General Trust maintains firm focuses on delivering on its potential through three key priorities: to improve operational execution, to increase the focus within the portfolio over time, to enhance our financial flexibility in order to pursue a range of capital allocation opportunities."

The mass media are very much open to the effects of commercial pressure. These effects could be important in determining what is selected as news and in what ways such news is published as for Fairclough. In The Daily Mail and General Trust point of view, Paul once suggested in general terms: *"The best way to write for readers are make them laugh, make them cry, or make them angry."*

"My job is to edit my newspaper, to have a relationship with my reader's views and to defend their interest." –Paul Dacre-

And here is the statement of their corporate responsibility:

"Daily Mail and General Trust is committed to sustainable, long-term performance. Managing our businesses and brands responsibly, valuing our own people, suppliers and customers and respecting the communities we serve are essential for our own success."

Social level, associated with a more macro situation, such as the political system, economic system, and society as a whole cultural system. It is concerned with inter-textual relations between texts and mainly with how external factors affect the text. The hidden ideology as well as its relationship with language use is unmasked finally at this stage.

The conspiracy theory behind the death of Diana began with Mr. Al Fayed believe that his son, Dodi Al Fayed, and Princess Diana assassinated in an M16 (British Secret Agent), masterminded by The Duke of Edinburgh or mostly known as Prince Philip, The Queen's husband. That both of Prince Philip and The Queen held the key to the deaths and some of the most senior figures in the country had been involved in Diana and Dodi's murder. They knew everything about what happened. It was not a simple tragic car

accident caused by the speed and manner of the driver Henri Paul, and the speed and manner of the following vehicles' paparazzi photographers. But Al Fayed believes that the secret agents purposely blinded the Mercedes's driver, Henri Paul, with a flash gun and it was part of the conspiracy to make the crash look like an accident. The reason they were assassinated was because the couples were getting married and Diana was pregnant with Dodi's child. And the plot was to stop her from marrying Dodi, a Muslim. Because of the Royal Family would not tolerate the thought of Diana carrying a Muslim baby.

This Al Fayed's thought probably came from The Queen statement before. She said "Because I will never accept a Muslim as a step father to the future King." And this statement was recorded and published by BBC's senior journalist, Martyn Gregory (an author of the best seller book *Diana: The Last Day*), on the Channel 4 Documentary (2004) with the title "The Diana Conspiracy". In fact, the statement of The Queen is based on the rules of British Monarchy. British Monarchy is the oldest form of government in the United Kingdom. In a monarchy, a King or Queen is Head of State. This means, The King or Queen is also Head of The Church of England. The Church of England or known as The Anglican Church has its own legislative, judicial, and executive structures. And children in line to the throne must be brought up in the Church of England too. Yet, The Queen is a devout Christian, but it's more related with the sociocultural and the history of British. And nation history is a nation pride.

According to Tobias and Foxman, conspiracy theorist manipulates them into propaganda useful for scapegoating particular person or groups. From the data of this research, we already know that Henri Paul is often used to be blamed for everything; (1) ...the original post mortem samples showing Paul to be three times over the French drink-drive limit... (2) Investigators found he drank two Richards... (3) Lord Stevens confirmed he was more than three times over the legal drink-drive limit... (4) The investigation... blamed Mr.Paul... (5) The accident was caused by the fact that the driver of the car was inebriated... (6) Their deaths... caused because their chauffeur Henri Paul was driving too fast... (7) The former Metropolitan Police Commissioner will report that the accident... was a result of drink-driving by Paul... (8) Was he turned into the scapegoat? (9) ... that Diana's death was caused... by the speed and manner of the driver... (10) It blamed the grossly negligent driving... (11)... the world was led to believe the blame lay with Mr.Paul...

According to Hodapp and von Kannon, the lack of proof is the proof of the conspiracy itself. Lack of evidence proves that powerful forces are seeing to it. From the data of this research, we can see that The Daily Mail brought up to the surface that: (1)... the important eyewitnesses of the crash... were never interviewed... (2) ...mysteries remain: The Fiat Uno that collided with the Mercedes, missing film from the 11 CCTV cameras positioned along the route, tapes of Diana's conversation having disappeared... (3)... the only eyewitness who speaks of a 'big white flash'... refused to give any more evidence. (4) A bright light was flashed at Princess Diana's car... (5) More than 170 important witnesses, including the doctor who embalmed Diana's body... was never called to the inquest. (6) One radiologist from Pitie Salpetriete Hospital, who said that she had seen a small fetus... in the Princess' womb... was not questioned.

According to Hodapp and von Kannon, they (the conspirators) will invent and plant new evidence to make their accusers look discredited –or ridiculous- which is waste of time, because they can do that all on their own. From the data of this research, The Daily Mail also stated a lot of people were discredited Al Fayed as someone who seek to expose the truth. For example: (1) The 832 page...report effectively destroys al Fayed's fantasies of conspiracies... (2) Mr. Al Fayed's lawyers will try to prove his theory... (3) Al Fayed is Gollum from The Lord of The Rings...spitting, hissing, and wailing about his loss. (4) He may be forgiven for being

little unhinged. (5) Lord Justice Scott Baker...also ridiculed Mohamed Al Fayed theory... (6) Mr. Al Fayed carried out his own investigation. (7) As for Mr. Al Fayed, he will probably cling to his theories until the moment he dies. (8) He still believed The Queen and Prince Philip held the key to the deaths... (9) al Fayed is unmoved. (10) Ten years of anger and frustration may have been welling up inside him. (11) Even after six tortuous months, he still called it murder. (12)...even if he still continues to believe in their truth in his own mind.

Hodapp and von Kannon also add, obviously, the real truth will never come out. And from the data of this research, the writer found the Daily Mail is leading the readers to have the same perception with their hidden effect through the word “we”. (1) But we also know that the inquest never unraveled the full truth. (Persuasive method).

According to Hodapp and von Kannon, conspiracy theorists have come up with a raft of behavior categories, one of them is apophenia. This behavior looks at the meaningless or unconnected images, words, data, and try to find patterns in them. And from the data of this research, the writer found some evidences of language, they are:

No.	It was not a conspiracy	It was a conspiracy
1.	(a) Doctors who examined... have confirmed that the Princess wasn't expecting a baby.	(a) But such signs wouldn't necessarily be visible in the first three weeks after conception. (b) No samples were taken from her womb to test whether she was in the earliest stages of pregnancy. (c) ...the doctor who embalmed Diana's body (a process that camouflages pregnancy in post-mortem blood test)...
2.	(a) The original post mortem blood samples showing Paul to be three times over the French drink-drive limit	(a) The blood test on Paul's body had not been completed when they made the announcement to journalists.
3.	(a) Investigators found he drank two Richards in the bar.	(a) He appears to be walking normally when he was filmed on CCTV. (b) Almost every person who talked to Henri Paul...has since confirmed that he did not appear intoxicated... (c) The CCTV show him walking normally and even kneeling down to retie his shoe laces and gracefully standing up again. (d) His liver showed no sign of alcohol abuse.

4.	<p>(a) (At Henri Paul’s flat) Shelves were groaning with bottles of spirits and wine. Tables were littered with bottles of Vodka, Martini, and fortified wines. While the kitchen contained open bottles of Richard and American Bourbon.</p> <p>(b)...had revealed a veritable drinking den.</p>	<p>(a) The detective...had found only copious bottles of soda water and just one bottle of champagne and a bottle of Martini.</p>
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According to Hodapp and von Kannon, conspiracy theories can form a monological belief system: a self-sustaining world view comprised of a network of mutually supportive beliefs. From the data of this research, the writer found: (1) Prince William and Prince Harry welcomed the conclusive findings (Diana’s was death because of a tragic car accident). (3) The Spencer family (Diana’s family)... said they agreed with the inquiry conclusions... (4) The European Court of Human Rights rejected all his (Al Fayed) claims about Dodi and Diana (that means he disagree with Al Fayed’s theory). (5) The people in the authority country (police, jury, judge, etc) also belief that it was a tragic car accident without any conspiracy theory.

According to Hoftstadter, people who feel powerless may find comfort in conspiracy theories because these theories help them to accept and explain their predicaments. As for Al Fayed, it might be possible that he feel powerless. Because its him against the country. One reason that people may believe in conspiracies is that they feel alienated and are distrustful of others, especially people in authority. From the data of this research, the writer finds: (1) He (Al fayed) refuses to accept Lord Steven’ findings because mysteries remain... (2)... if all the witnesses are called and all of them tell what they really know, Mr. Al Fayed will accept the jury’s verdict... (3) He (Al Fayed) welcomes any judicial process whereby witnesses can testify under oath and be cross-examined.

According to the data conclusions above, at the first stage of analyzing through textual practice, then situational and institutional level, the writer found that The Daily Mail, under the influence of its institutional level practice of discourse, often used to represent that Diana’s death was a tragic car accident. But if we are closely look to the conspiracy theory that applied in this level of analysis stage, the writer found that The Daily Mail actually revealed that the Diana’s death was a part of a conspiracy through their hidden ideology and created the hidden effect on their articles. These results answered the question on how The Daily Mail runs their media conspiracy about Diana’s death.

IV CONCLUSION

Based on the research data, the writer found that the representation in Princess Diana’s death on the first decade (1997-2007) and the second decade (2008-2017) in textual dimension are derived from the material process, mental process, relational process, verbal process, and also existential process. While The Daily Mail’s perspective on Princess Diana’s death is derived from the situational level, institutional level and social level of sociocultural practice dimension. In the textual dimension, the writer

found that the news authors use linguistic features to build media conspiracy through this processes of transitivity, which are performed to explain the public actors that are pro and contra refusal to the conspiracy behind the death of Diana. In the sociocultural practice dimension, the writer found: (1) In the situational and institutional level, The Daily mail uses the language to hide their main goal of their articles, by following the rules of the institutional level and situational context at that time when the articles were produced. (2) But, in the social level, the writer found that The Daily Mail has plot twist regarding their articles during all this time. By using the media conspiracy theory, we can clearly understand that The Daily Mail actually revealed that the Diana's death was a part of a conspiracy through their hidden ideology and created the hidden effect on their articles. These results answered the question on how The Daily Mail runs their media conspiracy about Diana's death.

Here, the language of the news text builds a belief in science and a good value of us to increase knowledge about discourse itself. The Daily Mail uses some linguistic features to build their media conspiracy in the news text so clearly for reinforcing their news of the readers and the audience. Moreover, they use some linguistic features to convince their consumers and readers in order to get the economic benefits.

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