SATIRE IN *THE DAILY SHOW* TWITTER ACCOUNT

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Abstract

This study was conducted to uncover the aspects related to satire in The Daily Show Twitter account. The data of this research included 40 tweets selected during the 2020 US presidential election. The researcher used descriptive qualitative in analyzing the data. The data in this research were collected by using recorder technique and documentary sheet as the instrument to collect the data. The purpose of this study were (1) to find out the types of satire (2) to describe the realization of satire, and (3) to explain the reason for the use of satire. Based on the result of this study, there were three types of satire with the total of horatian 52,5%, juvenalian 17,5%, and manippean 30%. Besides, there were seven satirical techniques found in the tweets namely irony, paradox, antithesis, enlargement, anticlimax, exaggeration, and parody. Furthermore, satire in the tweets were used to be humorous, criticize politicians, and inform the audience about political topics.

Keywords*: Satire, Types of Satire, Techniques of Satire, Twitter.*

INTRODUCTION

As a literary genre, satire has been considered to the earliest type of social critique. Satire is a literary genre that is intended to communicate criticism of a situation or individuals. Satire comes in a variety of forms such as laughing, rejecting, and condemning (Berger, 1997). Contemporary writers have used satire to remark everything that has served to increase awareness of social problems and put pressure on the individuals or institutions who are responsible for their creation (LeBoeuf, 2007).

In the mid of 1960s the application of satire has thrived in popular media and the term now has a broader scope. Satire now has frequently been deployed in political contexts and continued to be relevant in different media forms.

The phenomenon of satire emerged in the political years especially in the 2020 presidential election of the United States that is controversial where the existence of incredible political satire is widely spread. Holman (2005) defined satire as a literary manner which blends a critical attitude with humour for the purpose of improving and correcting person, humankind, or an institution. Consequently, this condition allows the satirist to deliver about their thoughts in the form of satire.

One form of political satire is contained in the various media such as Twitter. *The Daily Show* Twitter account provided tweets in the form of satirical news. The tweets give recently news in a satrical twist, discussing everything from politics to current event in the United States. It became an interesting source of news information for citizens since the tweets is delivered in a light funny way. However, satirical news providesd amusing updates and criticisms of specific societal issues or events.

Since satire is a genre where the primary purpose is to make viewers reflect on social realities and think critically, the researcher attempted to uncover the aspects related to satire in the tweets made by *The Daily Show* Twitter account. In this study, the researcher focused on observing the satire in the tweets made by *The Daily Show* Twitter account during the US Presidential Election along November 2020 - January 2021 where the existence of incredible political satire was widely spread on Twitter.

REVIEW OF LITERATURE

A. Satire

Satire can be described as the literary art of diminishing or derogating a subject by making it ridiculous and evoking toward it attitudes of amusement, contempt, scorn, or indignation (Abrams, 2012). Satire is a type of political or social commentary that is often used to critique a situation or individuals by using literary devices which includes various types such as laughing, rejecting, and criticizing with the goal of mocking negative characteristics, behaviours and exposing vices.

B. Types of Satire

Abrams (2012) devided satire into three types, namely Horatian Satire, Juvenalian satire, and Manippean satire. Horatian satire is typically associated with a gentler tone, humour, and amusing. This satire ridicules common human follies so that the reader may identify with these foolies and laugh at them. Horatian satire is characterized as a light form of satire tolerant, witty, and playful. Juvenalian satire is

known for being harsh and often used to express frustration or anger about a current state. This satire is much more likely to potray the targets as evil or actively harmful to society, and to criticize with serious intent to harm their reputation or power. Manippean satire tends to satirize an individual character or a particular personality trait, such as mental attitude. By the manner in which Manippean satire casts moral judgement on the attitudes of people.

C. Techniques of Satire

Satire often employs other literary techniques to expose and criticize problem present in society. Simpson (2003) clarified the literary techniques of satire as irony, paradox, antithesis, enlargement, anticlimax, exaggeration, and parody. Through the use of these techniques, it can enhanced an analysis of meaning to the satirical representation.

D. Rhetorical Functions of Satire

Baym (2005) stated that satirical news has three core rhetorical functions: being humorous, educating and informing the audience, and criticizing structures of power. First of all, various scholars and even satirists themselves argue that comedy is satire's primary agenda and that satirists main goal is to make people laugh. Second, satirists try to educate and inform their audiences by explaining sometimes difficult, political, economic, and societal topics. Third, satirists frequently attempt to socially attack the status by criticizing and ridiculing structures of power and the media outlets that fail to report on them.

E. The Daily Show Twitter Account

Digital service like Twitter have become common elements of political communication. *The Daily Show* Twitter account provides tweets in the form of satire. The use of satire is not simply for entertainment, but also to contextualize news and learn about current events tweets queries referring to politics accompany and react to political events, political coverage in traditional media, or campaign activities of political elites. *The Daily Show*'s criticism has become more focused on specific issues, and segments have grown from short comedy stints into lengthy and complex critiques. Becker (2013) stated The Daily Show tweets in the form of satire has the potential to raise public awareness of political concerns, particularly among citizens who were previously uninterested in politics and who now have access to political information via amusing news genres.

RESEARCH METHODOLOGY

The qualitative method was utilized by the researcher. As Creswell (2014) stated, qualitative method as a research technique to explore and understand the meaning of social or humanitarian problems of a number of individual to the context of their use. The qualitative method was applied to solve the problems through detailed in-depth data by classifying, analyzing, and describing the data objectively.

The data were collected from The Daily Show twitter account. The researcher focused on observing the satire in The Daily Show tweets during the US Presidential Election along November 2020 - January 2021.

In order to collect the data, recorder technique and documentary sheet were used as the instrument to collect the data. Thus, the researcher acted as the planner, data collector, analyst, and finally the reporter of the research findings.

The data in this research were analyzed by using descriptive qualitative method. Miles, Huberman and Saldana (2014) stated there are four activities to analyze descriptive qualitative method. Those activities are data collection, data condensation, data display, and conclusion.

FINDINGS AND DISCUSSION

The data were collected with total count of 40 tweets. The researcher provided the data to answer the problems of the study. First, the data were classified in table into each type of satire. Then, identified the data by describing the realization of satire. At last, explained the reason for the use of satire found in *The Daily Show* Twitter account.

A. Types of Satire

No.	Types of Satire	Frequency	Percentage
1.	Horatian Satire	21	52,5 %
2.	Juvenalian Satire	7	17,5 %
3.	Manippean Satire	12	30 %
Total		**40**	**100 %**

a. Horatian satire

(1) *"Biden spent his first day as president successfully <u>clearing Trump's extremely low bar</u>."*

This tweet is categorized as Horatian satire type. Based on the characteristics of Horatian satire type, this tweet was intended to mock Trump in a humorous way. It is satirized about how different Biden's presidency will be from Trump regarding to his first day as a president. The humorous effect is achieved through the words "clearing Trump's extremely low bar" which expressed to lower standard or expectations by means to compare the quality of those two people in handling their responsibility.

b. Juvenalian Satire

(2) *"Even if you made the very weird decision to not count deaths from all the blue states, America would STILL have one of the worst death rates of any country in the world. <u>Even Trump's lies are lies.</u>"*

Based on the characteristic of Juvenalian satire type, this tweet was expressed by anger that intended to criticize about how badly Trump behaved with his divisive statement. The words "even Trump's lies are lies" means lies piled on top of lies or persistency lying. This tweet were used to harm the reputation

of Trump and it refers to the only thing he's consistent with is dishonesty.

c. Manippean Satire

(3) *"When will this election end? If Republicans have their way, never."*

This tweet is Manippean satire type, it is criticized the attitude of Republicans to get what they want or to despite their plans in the way that they don't believe in everyone having a right to vote and make the election process become chaotic by spreading rumors that were not true.

B. Realization of Satire in the tweets

There were seven techniques of satire used in *The Daily Show* Twitter account they were irony, paradox, antithesis, enlargement, anticlimax, exaggeration, and parody. Therefore, the detailed explanation is provided below.

a. Irony

(1) *"In 2 hours, Joe Biden will be sworn in as the 46th president of what's left of the United States."*

Biden, the oldest American president, succeeds Donald Trump at a time when the country faces health and economic crises. The tweet is an example of irony technique which refers to the event that prove to be opposite of what is expected. This tweet try to expose the historic moment of democracy of the United States' that needs to be restored by the elected president.

b. Paradox

(2) *"Even if you made the very weird decision to not count deaths from all the blue states, America would STILL have one of the worst death rates of any country in the world. Even Trump's lies are lies."*

In the above mentioned statement, there was an example of tweet expressed within the sentence through paradox technique. This tweet used two fully different ideas (not count deaths and still have the worst death rates) to describe how badly Trump behaved with his divisive statement. So it makes a contrast meaning although not to count the deaths rates in red stated the corona deaths rates in America is still tremendous.

c. Antithesis

(3) *"In the wake of the Capitol riots and Trump's pardon spree, Joe Biden was inaugurated as the 46th president of the United States."*

This tweet is expressed by the antithesis technique of satire to present a significance difference between two parties. Thus, the antithesis technique is used in that example to characterize one object by comparing it with another object belonging to the opposite class. The Daily Show compares two events between Trump's pardon spree and Biden's inauguration as the new president.

d. Enlargement

(4) *There's Trump's bulls**t, the bulls**t of the people who've stood by him, and the bulls**t calls for "unity."*

This tweet is expressed by the enlargement technique to present a significance negative characteristic that bring satire. This tweet remark was based on the use of intensified swear words that strongly offend the prevalent morality to show that Trump presidential era was seen as occasionally struggling with the truth and full of lies.

e. Anticlimax

(5) *"Asking for unity? Using a Peloton? The biden presidency is off to a scandalous start."*

The tweet above is expressed within the sentence by anticlimax technique intended to reduce the value of particular subject. The statement mentioned above satirized the new president was lacked of succes in the earlier of his presidency and this will lead to another bad opinion about him.

f. Exaggeration

(6) *"INAUGURATION FUN FACT: The President does not receive the White House Wi-Fi password until the oath of office is completed."*

This tweet was expressed within the sentence above by exaggeration technique to emphasize the meaning or the message. This tweet intended to decrease the status of president by explaining that he cannot use office facilities until all procedures are completed.

g. Parody

(7) *"The Supreme Court rejecting Trump in 34 minutes is like asking someone to go out sometime and they tell you "I'm busy that day."* (Tweet 4 in Appendix)

The tweet above was expressed within the sentence by parody technique to mock its style or subject. The statement mentioned above explained how a leader should be fair to everyone regardless of their social status. This tweet used mimicry to mock in the way that Trump is treated normally by The Supreme Court.

C. Reason for use Satire

The researcher classified that the first function of satire is providing humor, the second function is providing critical statement and the third function is providing information. Therefore, the detailed explanation is provided below.

a. Being humorous

Altough satire is usually expressed humorous intent, its greater purpose is often constructive social criticism depends on the context of topical issues.

(1) *"Trump walked out of a Medal of Freedom ceremony in his own house. He's got the energy of a TJ*

Maxx employee on his last day.”

Based on the tweet mentioned above, the researcher assumed that The Daily Show used the satire words to make fun of Donald Trump. This tweet fulfill the humorous function of satirical news. It gives the idea that Trump is just like an employee on his last day of work and stressful with all the pressures he faced regarding to the presidential issues from the media in his last period as the president.

b. Criticizing

With the capability to combine critical statement and humor, the true satirist is able to criticize someone or institutions. The researcher assumed that *The Daily Show* Twitter account was succesfully demonstrated the satire.

(2) *“Who’s to blame for the Capitol Riots? The media? Nancy Pelosi? YOU?”*

The researcher assumes what the point of this tweet is, the satirist was upset about the riot that was happening in the Capitol as Congress certified the result of the 2020 presidential election, but no one has yet claimed responsibilty for the incident. This tweet is an example of satire made by The Daily Show, this satire is used in order to express the critics to the parties involved in the incident. Altough it is meant to be humorous but remains critical with the aim of awakening an individual for the incident that must be done thoroughly.

c. Educating and informing

Satire elicits laughter as a form of mockery, with the intent of correcting human flaws. The majority of satirists show a purpose on their satire. They are not only entertaining, but they are also providing information by explaining poltical or societal topics.

(3) *“Funny how the Blue Lives Matter crowd at Fox News suddenly went silent once a right-wing mob killed two police officers at the Capitol riots.”*

Based on the tweet above, the researcher assumes that The Daily Show used the satire words to confront the media, that is Fox news who stand for Donald Trump. This tweet fulfill the educational function of satirical news. At the time when the suppporters of Trump stormed the capitol, and two police at the capitol were beaten and actually killed, all of a sudden, Fox news did not take any action to report about the cause of the riot that occured.

CONCLUSIONS AND FURTHER RESEARCH

Conclusion

From the findings gathered, the researcher found three types of satire that are Horatian, Juvenalian, and Manippean altogether 40 tweets. It produced 21 out of 40 tweets that indicated to Horatian satire, followed by 12 tweets indicated to Manippean satire, and 7 tweets indicated to Juvenalian satire. Under the realization of satire, the researcher tracked down seven out of seven satirical techniques. Anticlimax was the most applied technique in

this Twitter account, followed by enlargement, irony, antithesis, then exaggeration, parody, and the later was paradox. In this Twitter account, the satirist described issues associated with politics during presidential election. These satirical techniques is known as the factors which contribute into connection of the satirical effects with the language. The researcher examined that the tweets were used to express humourous intent, explain difficult political topics, and criticize structures of power when talking about political issues. This Twitter account wanted to criticize the targets by combining the critical statement and humor. In addition, the use of satire in this Twitter account a useful and versatile type of commentary.

Suggestions

Contributed to other researcher, the context and background knowledge are needed in order to understand how the satirist expressed satire and what is the satirical message understood from the text. Satire frequently contains references to current events or societal elements, so the audience must be familiar with the subject matter in order to truly get the point. There is also a possiblity of another Twitter account which has different dominant of satire. Besides satire does not only exist on Twitter, the further researcher are expected to analyse other topic about satire by considering different object and theories in order to discover various result.

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