

**ELON MUSK'S IDEOLOGY AND LOGICAL FALLACY ON X: A  
CRITICAL DISCOURSE ANALYSIS**

**SISKA ERLINA ASMIN**

**F012231006**

**A THESIS**



**LINGUISTICS STUDY PROGRAM  
POST GRADUATE SCHOOL  
FACULTY OF CULTURAL SCIENCE  
HASANUDDIN UNIVERSITY  
MAKASSAR  
2024**



Optimization Software:  
[www.balesio.com](http://www.balesio.com)

**ELON MUSK'S IDEOLOGY AND LOGICAL FALLACY ON X: A  
CRITICAL DISCOURSE ANALYSIS**

Thesis

as on of the requirements for achieving a master degree

Study Program Linguistics Science

Prepared an submitted by

SISKA ERLINA ASMIN

F012231006

to

**LINGUISTICS STUDY PROGRAM  
POST GRADUATE SCHOOL  
FACULTY OF CULTURAL SCIENCE  
HASANUDDIN UNIVERSITY  
MAKASSAR  
2024**



THESIS

ELON MUSK'S IDEOLOGY AND LOGICAL FALLACY ON X: A  
CRITICAL DISCOURSE ANALYSIS

Written and Submitted by:

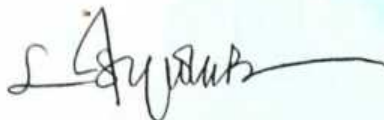
SISKA ERLINA ASMIN  
F012231006

Has been defended in front of the thesis examination committee

On August 29th 2024

Approved by

The Head of the Supervisory  
Committee



Dr. Ery Iswary, M.Hum.

NIP 1965121989032001

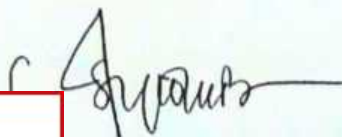
The Member of the Supervisory  
Committee



Dr. Prasuri Kuswarini, M.A.

NIP 196301271992032001

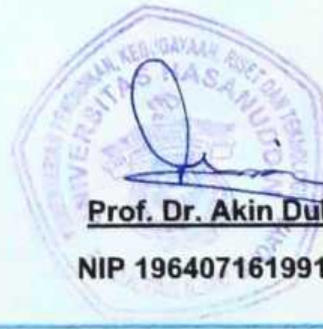
The Head of Master of Linguistics  
Study Program



Ery Iswary, M.Hum.

1965121989032001

The Dean of Faculty of Cultural  
Sciences



Prof. Dr. Akin Dull, M.A.

NIP 196407161991031010



## STATEMENT OF THESIS AUTHENTICITY

The undersigned:

Name : Siska Erlina Asmin

Register Number : F012231006

Study Program : Magister of Linguistics

Truthfully states that the thesis was the result of my work. If it is proven later that some part of the entire thesis is the work of others. I am willing to accept any sanctions for my dishonesty.

Makassar, August 29th 2024



Siska Erlina Asmin  
F012231006



Optimization Software:  
[www.balesio.com](http://www.balesio.com)

## ACKNOWLEDGEMENT

Bismillahirrahmanirrahim

All praise and gratitude to Allah SWT, who has given His grace and gifts to the author, so that the author can complete the writing of this thesis entitled "How to "Mirror" The Expert: A Critical Discourse Analysis of Elon Musk's Ideology and Logical Fallacy on Twitter". The preparation of this thesis does not only aim to achieve a Master's degree, but as a concrete manifestation of the author's process in the midst of challenges and opportunities to become a better human being.

Various challenges and trials faced during this writing, but thanks to the will of Allah SWT by presenting extraordinary and good people who always take the time to provide direction and support, so that the author managed to complete the preparation of this thesis. Therefore, with full humility, on this occasion it is appropriate for the author to thank:

- **Prof. Dr. Ir. Jamaluddin Jompa, M.Sc.** Rector of Hasanuddin University and his staff
- **The Dean and Vice Dean of the Faculty of Humanities of Hasanuddin University**, and their staff who have provided opportunities and experiences for the author to gain knowledge at Hasanuddin University.
- Chairperson of the Linguistics Master Program, **Dr. Ery Iswary, M.Hum** as well as Academic Supervisor I who has provided direction and knowledge. Thank you very much, because your role is very supportive as the Chairperson of our Linguistics Masters Study Program, academic advisor as well as our lecturer who wants to take the time to always guide in every process of academic and non-academic activities. I am greatly helped by your willingness to provide direction for my study plan. May you always be in the presence of Allah SWT.
- The Head of French Literature Department, **Dr. Prasuri Kuswarini M.A.** as well as my second supervisor. Thank you very much for all your directions and suggestions, Madame, I have learned many things from Madame. In the process of writing this thesis, I was helped a lot by discussions with Madame, as a lecturer it is very pleasant to be able to



discuss various unique language problems that occur in society. May Madame always be under the protection of Allah SWT.

- Head of UPT Library Unhas **Dr. Fierenziana Getruida Junus S.S., M.Hum.** Thank you for the progress of the programs at UPT Perpustakaan Unhas Madame, thank God, it's great, I almost use UPT Perpustakaan Unhas facilities every day for various purposes such as completing various assignments and my thesis. The process of writing this thesis would not have gone smoothly without Madame's role and assistance through UPT Perpustakaan Unhas programs. May Madame always be under the protection of Allah SWT.
- To all Linguistics Lecturers who I cannot mention one by one, I thank you very much for all the knowledge and education so far. Words of gratitude are certainly not commensurate with the knowledge and direction that has been given. May all the good always go to you and be kept away from the bad.
- For my dear **Mama, Father, and younger siblings**, thank you for your prayers and support. I want to convey the same prayer, hopefully after this stage, it is a way that Allah SWT grants me to be able to make you happy.
- To all those who I cannot mention one by one, thank you very much for your help, prayers, and participation. May we all always be under the protection of Allah SWT and all affairs be facilitated. Aamiin.

Makassar, June 28, 2024

Author



## ABSTRACT

**SISKA ERLINA ASMIN.** *Elon Musk's Ideology and Logical Fallacy on X: A Critical Discourse Analysis* (supervised by Ery Iswary and Prasuri Kuswarini).

An argument from an expert point of view is normally a conjecture pattern of argument, which means that it brings an unsettled probative value to a conversation. But a conjecture argument of this type is powerless, it means that they are cases to collapse at some later element in the conversation. This research aims to investigate Elon Musk's ideological representation, a logical fallacy in his arguments, and the impact of his ideological representation using Norman Fairclough's three-dimensional framework and T. Edward Damer's code of intellectual conduct. This research applied a descriptive qualitative method with CDA analysis. The result of this study demonstrated that Elon Musk's ideology is predicated on his faith in the transformative potential of technology and his dedication to tackling global issues. This study also showed the big impact of Elon Musk's power relation ideology used as a tool to influence media and society. However, the analysis also showed 13 forms of fallacy found in Elon Musk's post on X, which shows that most of Elon Musk's fallacies are he does not provide a relevant reason and mostly ignores and attacks the opponent's arguments or points of view. The implication of this research for the researcher especially those who focused on Linguistics, argumentation, and critical discourse analysis is to provide relevant information related to Elon Musk's ideological representation, logical fallacy, and the power behind Elon Musk's argumentation that giving a high impact on media and society.

**Keywords:** Elon Musk, CDA, Bourgeois Hero, Logical Fallacy, False Consciousness, X



Optimization Software:  
[www.balesio.com](http://www.balesio.com)

## ABSTRAK

**SISKA ERLINA ASMIN.** Ideologi dan Kekeliruan Logika Elon Musk di X: Analisis Wacana Kritis (dibimbing oleh Ery Iswary dan Prasuri Kuswarini).

Argumen dari sudut pandang ahli biasanya merupakan pola argumen dugaan yang berarti membawa nilai probabilitas yang belum pasti ke dalam percakapan. Namun, argumen dugaan jenis ini tidak berdaya, artinya argumen tersebut akan runtuh pada beberapa elemen selanjutnya dalam percakapan. Penelitian ini bertujuan menyelidiki representasi ideologi Elon Musk, kekeliruan logis dalam argumennya, dan dampak representasi ideologinya dengan menggunakan kerangka kerja tiga dimensi Norman Fairclough dan kode etik intelektual T. Edward Damer. Penelitian ini menggunakan metode kualitatif deskriptif dengan analisis CDA. Hasil penelitian ini menunjukkan bahwa ideologi Elon Musk didasarkan pada keyakinannya pada potensi transformatif teknologi dan dedikasinya untuk mengatasi isu-isu global. Hal ini menunjukkan dampak besar ideologi relasi kuasa Elon Musk yang digunakan sebagai alat untuk memengaruhi media dan masyarakat. Namun, hasil analisis juga menunjukkan tiga belas bentuk kekeliruan yang ditemukan dalam postingan Elon Musk di X. Sebagian besar kekeliruan Elon Musk adalah ia tidak memberikan alasan yang relevan dan sebagian besar mengabaikan dan menyerang argumen atau sudut pandang lawan. Implikasi dari penelitian ini bagi peneliti khususnya yang berfokus pada linguistik, argumentasi, dan analisis wacana kritis adalah memberikan informasi yang relevan terkait representasi ideologi Elon Musk, kekeliruan logika, dan kekuatan di balik argumentasi Elon Musk yang memengaruhi media dan masyarakat.

Kata kunci: Elon Musk, CDA, pahlawan borjuis, kekeliruan logika, kesadaran palsu, X





# TABLE OF CONTENTS

	Pages
COVER.....	i
SUBMISSION SHEET .....	ii
APPROVAL SHEET .....	iii
STATEMENT OF THESIS AUTHENTICITY .....	iv
ACKNOWLEDGEMENT .....	v
ABSTRACT .....	vii
ABSTRAK.....	viii
TABLE OF CONTENTS .....	ix
TABLE OF FIGURES.....	xi
LIST OF TABLES.....	xv
CHAPTER I INTRODUCTION .....	1
A.    Background of the study.....	1
B.    Research questions.....	8
C.    Objective of the Study.....	9
D.    The significance of the Study .....	9
E.    Scope of the Study.....	9
F.    Novelty of the Study.....	10
CHAPTER II LITERATURE REVIEW .....	11
A.    Discourse Analysis.....	11
B.    Discourse and Science .....	12
C.    Critical Discourse Analysis.....	13
D.    Semantic/Pragmatic and Relevance.....	15
E.    Logical Fallacies in the Argument .....	17
F.    The Argument and interrelation in argument.....	18
G.    Elon Musk .....	21
H.    X/Twitter .....	22
I.    The Previous Studies.....	23
J.    Conceptual Framework.....	27
K.    Definition of Term.....	29
CHAPTER III RESEARCH METHODOLOGY.....	30
Research Method.....	30
Data and Data Sources.....	30
Techniques of Data Collection.....	31



D. Techniques of Data Analysis .....	31
<b>CHAPTER IV RESULT AND DISCUSSION .....</b>	<b>33</b>
<b>ELON MUSK'S IDEOLOGICAL REPRESENTATION ON X .....</b>	<b>33</b>
A. Abstract.....	33
B. Introduction .....	33
C. Research Methodology.....	35
a. Types of research.....	35
b. Techniques of data collection .....	36
c. Techniques of data analysis .....	36
D. Result and Discussion .....	36
E. Conclusion .....	103
F. Reference .....	105
<b>THE POWER BEHIND ELON MUSK'S ARGUMENTS INFLUENCED THE MEDIA AND SOCIETY .....</b>	<b>107</b>
A. Abstract.....	107
B. Introduction .....	107
C. Research Methodology.....	108
a. Types of research.....	108
b. Techniques of data collection .....	109
c. Techniques of data analysis .....	109
D. Result and Discussion .....	110
E. Conclusion .....	229
F. Reference .....	230
<b>THE FORM OF ELON MUSK'S LOGICAL FALLACY .....</b>	<b>231</b>
A. Abstract.....	231
B. Introduction .....	231
C. Research Methodology.....	233
a. Types of research.....	233
b. Techniques of data collection .....	233
c. Techniques of data analysis .....	233
D. Result and Discussion .....	234
E. Conclusion .....	262
F. Reference .....	265
<b>GENERAL RESULT AND DISCUSSION .....</b>	<b>267</b>
<b>CHAPTER V GENERAL CONCLUSION .....</b>	<b>279</b>
<b>ANCE .....</b>	<b>282</b>
<b>MENTS .....</b>	<b>289</b>



## TABLE OF FIGURES

Figure 1 .....	13
Figure 1. 1 .....	37
Figure 1. 2 .....	38
Figure 1. 3 .....	40
Figure 1. 4 .....	41
Figure 1. 5 .....	42
Figure 1. 6 .....	42
Figure 1. 7 .....	43
Figure 1. 8 .....	45
Figure 1. 9 .....	47
Figure 1. 10 .....	49
Figure 1. 11 .....	51
Figure 1. 12 .....	52
Figure 1. 13 .....	53
Figure 1. 14 .....	54
Figure 1. 15 .....	55
Figure 1. 16 .....	56
Figure 1. 17 .....	57
Figure 1. 18 .....	58
Figure 1. 19 .....	59
Figure 1. 20 .....	60
Figure 1. 21 .....	61
Figure 1. 22 .....	62
Figure 1. 23 .....	63
Figure 1. 24 .....	65
Figure 1. 25 .....	66
Figure 1. 26 .....	68
Figure 1. 27 .....	69
Figure 1. 28 .....	70
Figure 1. 29 .....	70
Figure 1. 30 .....	72
Figure 1. 31 .....	73
Figure 1. 32 .....	74
Figure 1. 33 .....	75
Figure 1. 34 .....	75
Figure 1. 35 .....	77
Figure 1. 36 .....	78
Figure 1. 37 .....	80
Figure 1. 38 .....	80
Figure 1. 39 .....	81
Figure 1. 40 .....	83
Figure 1. 41 .....	84
Figure 1. 42 .....	85
Figure 1. 43 .....	88
44 .....	89
45 .....	91
46 .....	92
47 .....	93
48 .....	94



Figure 1. 49 .....	95
Figure 1. 50 .....	96
Figure 1. 51 .....	98
Figure 1. 52 .....	99
Figure 1. 53 .....	100
Figure 2. 1 .....	110
Figure 2. 2 .....	111
Figure 2. 3 .....	112
Figure 2. 4 .....	113
Figure 2. 5 .....	113
Figure 2. 6 .....	115
Figure 2. 7 .....	116
Figure 2. 8 .....	117
Figure 2. 9 .....	119
Figure 2. 10 .....	120
Figure 2. 11 .....	121
Figure 2. 12 .....	122
Figure 2. 13 .....	124
Figure 2. 14 .....	125
Figure 2. 15 .....	126
Figure 2. 16 .....	127
Figure 2. 17 .....	128
Figure 2. 18 .....	131
Figure 2. 19 .....	132
Figure 2. 20 .....	134
Figure 2. 21 .....	135
Figure 2. 22 .....	136
Figure 2. 23 .....	137
Figure 2. 24 .....	139
Figure 2. 25 .....	140
Figure 2. 26 .....	141
Figure 2. 27 .....	142
Figure 2. 28 .....	143
Figure 2. 29 .....	145
Figure 2. 30 .....	147
Figure 2. 31 .....	148
Figure 2. 32 .....	149
Figure 2. 33 .....	149
Figure 2. 34 .....	149
Figure 2. 35 .....	150
Figure 2. 36 .....	150
Figure 2. 37 .....	150
Figure 2. 38 .....	151
Figure 2. 39 .....	151
Figure 2. 40 .....	152
Figure 2. 41 .....	152
Figure 2. 42 .....	152
Figure 2. 43 .....	153
Figure 2. 44 .....	154
Figure 2. 45 .....	155
Figure 2. 46 .....	155
Figure 2. 47 .....	156
Figure 2. 48 .....	157



Figure 2. 49 .....	158
Figure 2. 50 .....	159
Figure 2. 51 .....	159
Figure 2. 52 .....	160
Figure 2. 53 .....	162
Figure 2. 54 .....	163
Figure 2. 55 .....	166
Figure 2. 56 .....	168
Figure 2. 57 .....	169
Figure 2. 58 .....	170
Figure 2. 59 .....	171
Figure 2. 60 .....	172
Figure 2. 61 .....	172
Figure 2. 62 .....	173
Figure 2. 63 .....	175
Figure 2. 64 .....	176
Figure 2. 65 .....	178
Figure 2. 66 .....	180
Figure 2. 67 .....	181
Figure 2. 68 .....	182
Figure 2. 69 .....	183
Figure 2. 70 .....	183
Figure 2. 71 .....	184
Figure 2. 72 .....	184
Figure 2. 73 .....	184
Figure 2. 74 .....	185
Figure 2. 75 .....	186
Figure 2. 76 .....	187
Figure 2. 76 .....	187
Figure 2. 77 .....	188
Figure 2. 78 .....	188
Figure 2. 79 .....	190
Figure 2. 80 .....	191
Figure 2. 81 .....	191
Figure 2. 82 .....	193
Figure 2. 83 .....	194
Figure 2. 84 .....	195
Figure 2. 85 .....	197
Figure 2. 86 .....	198
Figure 2. 87 .....	199
Figure 2. 88 .....	200
Figure 2. 89 .....	204
Figure 2. 90 .....	206
Figure 2. 91 .....	207
Figure 2. 92 .....	208
Figure 2. 93 .....	210
Figure 2. 94 .....	211
Figure 2. 95 .....	212
Figure 2. 96 .....	213
Figure 2. 97 .....	215
Figure 2. 98 .....	217
Figure 2. 99 .....	218
Figure 2. 100 .....	219



Figure 2. 101 .....	221
Figure 2. 102 .....	222
Figure 2. 103 .....	223
Figure 2. 104 .....	225
Figure 2. 105 .....	227
Figure 2. 106 .....	228
Figure 2. 107 .....	229
Figure 3. 1 .....	234
Figure 3. 2 .....	235
Figure 3. 3 .....	236
Figure 3. 4 .....	238
Figure 3. 5 .....	240
Figure 3. 6 .....	242
Figure 3. 7 .....	244
Figure 3. 8 .....	247
Figure 3. 9 .....	249
Figure 3. 10 .....	250
Figure 3. 11 .....	251
Figure 3. 12 .....	253
Figure 3. 13 .....	255
Figure 3. 14 .....	256
Figure 3. 15 .....	258
Figure 3. 16 .....	260



## LIST OF TABLES

Table 3. 1 .....	237
Table 3. 2 .....	239
Table 3. 3 .....	241
Table 3. 4 .....	245
Table 3. 5 .....	246
Table 3. 6 .....	248
Table 3. 7 .....	252
Table 3. 8 .....	254
Table 3. 9 .....	257
Table 3. 10.....	258
Table 3. 11.....	261







# CHAPTER I INTRODUCTION

## A. Background of the study

The significant developments in logic during the past 25 years marked a departure from the discipline's traditional focus on argumentation and reasoning (Gabbay and Woods, 2003:3). Logic is a thought approach, an approach of what the thinkers do and experience to them. Proportionately, practical thought is an approach of what practical cadres consider and reverse, ponder, determine, and move (Gabbay and Woods, 2003:14).

In deductive reasoning, an argument is constructed based on two pieces of evidence, or premises. Whether the premises are valid, thus it needs to be followed that the result of the argument should also be valid. Comprehending how deductive arguments work, and do not work, shall help you conduct two things. Firstly, you shall gain the use of deductive reasoning to compose your solid arguments. Accurately and strenuously, state your intention shall be effortless. Secondly, you shall be competent to express when someone else's argument is powerless. You can't be altered or changed by false arguments when you know its faulty. Besides that, you shall still be capable to resolve when someone has solid arguments that you should be altered by (Starkey, 2004:93).

The common language mostly amounts to sentences. A sentence could be a command ('Come here and sit down!'), a question ('How many legs does Rex have?'), or a statement ('Rex has four legs.'). In logic, we pay attention to the statements used to produce clues and thought about statements.

Now a statement can show an easy case like 'Rex has four legs'. In turn, it can show many cases related to each other in several relations. For instance,

'Rex has four legs and Fido has three'

Could be interpreted into two cases:

'Rex has four legs';  
Fido has three legs'

A connection, showed by the expression '*and*', which links these two. The expression '*and*' is an example of a connective.



Note that we have started to improve the language needed to discuss about logic. In this situation, we have offered the expression 'connective'. There are, still, possible sources of distraction betwixt this logic language and that used in other disciplines. For instance, in classic grammar, the expression '*conjunction*' is used where we have applied '*connective*'; to make matters worse, the expression '*conjunction*' is applied in logic with a diverse connotation. In discussing logic, we will often need to apply a daily expression with a novel connotation. Thus, concern must be observed within their technical sense if applicable (Dean, 2003:3). Predominant reason why we require logic in the analysis of language is that logic is the academic theory of steadiness and that steadiness is a universal and fundamental semantic element of human linguistic communication. Additionally, the evidence that the syntax of the construction of the diverse predicate-logic systems acknowledged is basically identical to that of the semantic study that determines sentences (Seuren, 2010:1).

In every case, logic has an essential target on a part of thinking which is named argumentation, the construction of arguments (Nat, 2010). Moreover, as we knew that problem solving starts with the acknowledgment of the demand for a result. Looking for the presence of a matter either by our investigation or personally other parties (Starkey, 1962:151). Problem solving and reasoning are both included in critical thinking. It consists of doing research, being inquisitive, taking relevant resources through the relevant question, giving a test and evaluating the convictions, expectations, and assessments towards facts, knowing and describing matters, checking the efficacy of statements and arguments, deciding a good choice and get efficacy results, and comprehend logic and logical argument (Starkey, 1962).

Argumentation is regularly part of conversation mecanism betwix person or people involved in a (commonly partially implied) change of ideas begin by a disagreement. Regardles of this public ingrained of argumentation in a conversation mechanism, in several analytical concepts to argumentation, the analysis of argumentation is fully hidden by in which the progress happened in use (Eemeren, Houtlosser, & Henkemans, 2007).

nd of argument that is illogical but is regularly acknowledged as logical is called Logical fallacy. When people speculate that they do something wrong: logical inaccuracies in their assumption and accurate faults in their



assumptions. Some of these faults are more general than others. It is these commonplace faults named logical fallacies. Rigorous thought, analysis, and investigation guide people to avert these commonplace faults (Nat, 2010:286). Besides that, fallacies are type of argument that show unsteady conclusion, or even deceitful argument approaches used to unreasonably to have the best conversation ally. Fallacies are not merely arguments that are logically unsound but fallacies are the logically unsound arguments that seem to be sound (Walton, Media Argumentation, 2007).

Tindale (1999) inform Aristotle saw that the enthymem has a relation with a particular of audience who are more attentive to non-scientific, viral, that are less rationally compelling arguments than scientific arguments. So, the enthymeme is the trigger for the rhetorical arguments of mass media which the audience is very responsive and independent.

In this era where hoaxes are a tool to attract public attention, especially in online news. An article entitled "Elon Musk and Mark Zuckerberg agree to hold a cage fight" published in the online magazine BBC News on Friday 23th June 2023 attracted a lot public attention because it discussed the most influential businessman in the world in this century, namely Elon Musk and Mark Zuckerberg. Both were reportedly posted things that the BBC News writer claim as statements that they agree to hold a cage fight. Meanwhile on the news, the author later disputed the title of his own article caused of another Elon Musk's post that indicate that he is not serious about his previous posts.

The author sees this as a phase to improve Elon Musk's reputation after the collapse of Twitter/X shares, the transfer of Twitter/X property rights, and the change of Twitter/X name which caused a decrease in Elon Musk's wealth assets. Therefore, the author will focus on drawing data samples from 2020 to 2023 where posts that reflect Elon Musk's ideology are widely exposed and reported, thus adding to the author's research references to analyze Elon Musk's forms of representation, hegemony, ideology and thinking errors. Elon Reeve Musk, born June 28, 1971, is an entrepreneur and investor. Elon Musk is the founder, chairman, CEO, and chief technology officer of SpaceX; an angel investor, Tesla, Inc.'s CEO, architect, and previous chairman; the owner, chairman, and CTO of X; the founder of the Boring Company; the co-founder of Neuralink and OpenAI; and the boss of the Musk Foundation. He is the world's richest person, with a net



worth of US\$232 billion as of September 2023, according to the Bloomberg Billionaires Index, and \$253 billion according to Forbes, owing mostly to his stakes in Tesla and SpaceX.

As we know, Elon Musk is now the personal owner of Twitter or what is now known as X, occupying the ranks of social media owners such as Facebook, WhatsApp, Instagram, Telegram, etc., while Mark Zuckerberg or who is often known as Zuck is owner of the Meta company that houses Facebook, Instagram, Threads, and WhatsApp. Both of them are well-known figures in the field of technology, especially X, Instagram, Threads, Facebook, and WhatsApp and are often seen as making fun of each other through X's social media network.

Recently they were even reported to be rivals because their posts attracted quite a reaction from netizens. It is clear that on Elon Musk's Twitter account he is satirizing Mark Zuckerberg's work. This started with a post by a WhatsApp user on his Twitter account who felt inferior due to the impact of the WhatsApp system which was under repair and felt insecure with his personal WhatsApp account. This invited reactions from netizens, including Elon Musk, so that Elon Musk posted that WhatsApp accounts were not safe. This post is clearly Elon Musk's negative reaction to Mark Zuckerberg.

Argument from expert point of view is normally a conjecture pattern of argument, it means that it brings an unsettled probative value in a conversation. But a conjecture argument of this type is powerless, it means that they are cases to collapse at some afterward element in the conversation. To the same agree the logic textbooks explain us, claim the expert point of view could even be fallacious in several cases. The obstacle is that without trying to ask critical question, there is a raw bias to agree or obey to an expert point of view and it is effortless to give up uncritically to this bias (Walton, 1997a).

The social media and networking website X, formerly known as Twitter, is operated by the American corporation X Corp., which replaced Twitter, Inc. Registered users on X/Twitter can upload text, images, and videos. Users can also direct message other logged-in users and like, repost, quote, and comment on

Under the name Twitter, the terms tweeting and retweeting were used.

er was started in March 2006 by Jack Dorsey, Evan Williams, Noah Glass, stone. It was introduced in July of the same year. Twitter, Inc., its previous



parent company, was located in San Francisco, California, and has over 25 offices globally. In 2012, the service handled 1.6 billion daily search queries, and over 100 million users sent out 340 million tweets each day. It was termed "the SMS of the Internet" and was one of the top ten most visited websites in 2013. At the start of 2019, Twitter has approximately 330 million monthly active users. In actuality, a small percentage of people generate the vast majority of tweets. In 2020, it was predicted that 48 million accounts, or 15% of all accounts, were fraudulent.

News argumentation is a robust strength in our life. From bureaucratic formal talk to audience to advertisements, to fight disinformation, it adequately able to execute bureaucratic activity, take social control, and advertise brands (Walton, Media Argumentation, 2007).

According to Fairclough (1995) perspective, social institutions house a variety of "ideological-discursive formations" (IDFs) connected to various groups inside the organization. There is typically only one IDF that is unmistakably dominant. Each IDF functions as a sort of "speech community" with its own discourse norms as well as "ideological norms" that are ingrained in and represented by the former. Institutional subjects are created, in accordance with IDF standards, in subject positions with perhaps hidden ideological foundations. The ability to "naturalize" ideologies—that is, to gain acceptance for them as non-ideological "common sense"—is a trait of a dominating IDF. It is asserted that these naturalized ideas play a role in the orderliness of interactions. A discourse analysis using 'critical' goals aims to 'denaturalize' them. Denaturalization, in my opinion, entails demonstrating how social structures influence discourse's characteristics and how discourse, in turn, influences social structures. In contrast to the non-explanatory or just "locally" explanatory frameworks of "descriptive" work in discourse analysis, this necessitates a "global" (macro/micro) explanatory framework.

The false idea that the media serves as a "mirror" of reality. One needs another myth to support this one: that reality is transparent and can be 'read' without the need for interpretation or mediation. The idea that the ideational meaning of secondary discourses is plainly 'there' in the words used is justifiable (though mistaken), but it would be quite impossible to maintain the same claim about personal meanings, which so obviously depend on discourse situation and social context, and which so obviously need to be interpreted and mediated. These myths are a byproduct of the tendency for dominant ideological



representations of reality to be naturalized as the sole viable perspectives, leading to the interpretation of reality as transparent (Fairclough, 1995). In media argumentation fallacies, the one that show up credible and is convincing to a public is the fallacious argument. (Walton, Media Argumentation, 2007).

The way in which discourse is represented in news media can be viewed as an ideological process with significant social significance. Furthermore, the finer points of discourse representation, which at first glance appear to be limited to the grammar and semantics of texts, may be tuned to social determinants and social effects. I think it's critical that sociologists and linguists both pay attention to how discourse is influenced by and contributes to the formation of social structures and relations in the finer details of everyday social practices, including discourse. For a particular reason, arguments are perfect investigated as philosophical styles of reasoning (Armstrong & Fogelin, 2010). Fairclough (1995) in his book of Critical Discourse Analysis declared that to compare narrative or type of argument related to the text representation, we can apply five criterions such as mode, boundary maintenance, stylisticity, situationality, and setting.

This research is a follow up research from The narcissistic leader: The good, the bad, and recommendations by Yoonhee Choi and Wei Ming Jonathan Phan (2021). The author found that Elon Musk's ideology has significant impact on society. So, related to Elon Musk's character as a burgeois hero that influenced media and society, the author analyze in depth and more detail Elon Musk's Ideological representation, logical fallacy, and his influences to the media and society through his posts on Twitter/X.

So, through this research, the writer trying to find out the fact about Elon's posts on X/Twitter related to Elon Musk's ideology and logical fallacy through the phrase, clause, sentences or arguments analysis. To analyze the issue related to Elon Musk's ideology and logical fallacy through the phrase, clause, sentences or arguments analysis.

Firstly, the writer would analyze Elon Mus's post on X/Twitter using the three dimensionals framework by Norman Fairclough and the codes of intellectual

by T. Edward Damer. There are twelve principles we can use to analyze arguments, such as the fallibility principle, the truth-seeking principle, the clarity the burden of proof principle, the principle of charity, the structural



principle, the relevance principle, the acceptability principle, the sufficiency principle, the rebuttal principle, the suspension of judgment principle, the resolution principle. But in analyzing the argument above, the writer will analyze the argument using the structural principle.

The structural principle includes three parts of the structural fallacies. The begging-the-question fallacies are unsound because they consider in various paths, the validity of the outcome is in their premises. Thus, the premises afford bad reason to obtain the outcome. The fallacies of inconsistency are unsound because they adopt the inappropriate premises mutually or they deduce that contravene one of the premises. Every fallacy of deductive inference is unsound because they disobey fixed rules of deductive logic (Damer, 2009).

The example of the sign and truth analysis on Elon Musk's post on X/Twitter will be explain below:

*"Wake up and choose violins"*

In the context of the phrase "wake up and choose violins", Elon Musk earlier in the day posted an image with the phrase "I have absolutely no idea how to play the violin". So the phrase "wake up and choose violins" has the implied meaning that the phrase could be a reference to the importance of making choices and pursuing one's passions. In this case, "wake up and choose violins" could be interpreted as a call to action to wake up and actively choose to pursue one's interests and dreams, represented by the violin. The phrase also could be a non sequitur or a random combination of words with no intended meaning. In this case, "wake up and choose violins" could be interpreted as a meaningless phrase that is open to interpretation or that is meant to be humorous or absurd.

To draw conclusions from the above interpretation, the author will analyse the argument using T. Edward Damer's theory of the fallacy that violates the structural criterion. For that, the author will convert the above argument into the form of premises as follows:



Premise 1 because the first interpretation is waking up and actively choosing to pursue interests and dreams.

Premise 2      the phrase is not an invitation but a reflection of leadership and freedom in determining Elon Musk's desires.

Premise 3      the phrase could also be a non sequitur or a random combination of words with no intended meaning.

[no acceptable conclusion can be drawn]

The phrase "no acceptable conclusion" means that there is not enough evidence or information to support a certain conclusion. In deductive logic, an argument is valid if it has a form that does not allow its premises to be true and its conclusion to be false. An argument can be valid even if it has false premises and a true conclusion. However, this does not mean that the conclusion is acceptable or correct. In fact, an argument can be valid but nonsensical if it has at least one false premise. Therefore, even if a valid argument is logically consistent, it cannot be a reliable basis for drawing conclusions without additional evidence or information.

In conclusion, the discourse regarding Elon Musk's ideology and logical fallacy still needs more evidence and through these fallacies, false consciousness, the representation of bourgeois hero and genius character, the author will try to analyze the form of representation of Elon Musk's ideology that uses fallacies that violate structural criteria in the context of the intellectual code of ethics, how the intertextual interaction of Elon Musk and Mark Zuckerberg, the hegemony of Elon Musk that influenced media and society.

## **B. Research questions**

Based on the background above the research questions are formulated as:

1. How does Elon Musk represent his ideology on X/Twitter?
2. How does the power behind Elon Musk's arguments influence the media and society?
3. How is the form of Elon Musk's logical fallacy?





### C. Objective of the Study

Based on the research questions above the objectives of the study formulated as:

1. To find out Elon Musk ideology representation on X/Twitter
2. To analyze how the power behind Elon Musk's argumentation affects the media and society.
3. To explain out how the forms of Elon Musk's logical fallacy according to T. Edward Damer.

### D. The significance of the Study

This research is aimed to contribute both theoretically and practically as follows:

1. Theoretically  
The significance of this research is to provide some information related to Elon Musk' Ideology, Critical Discourse Analysis, Media Analysis, the fallacy of argument concept or logical fallacy concept for those who interest in logical fallacy, critical thinking and the connection betwixt logic and language.
2. Practically
  - a) Can be beneficial for those people who have been in the applied linguistics major, especially who focused on critical discourse analysis, critical thinking, logic and language and logical fallacies.
  - b) Can be beneficial for other researchers, particularly in the field of linguistics research focused on argument.

### E. Scope of the Study

Based on the background above we knew that the posts about Elon Musk's ideology and logical fallacy posts on X/Twitter. But in order to analyze the fact about Elon Musk and Mark Zuckerberg that agree to hold a cage fight using the Critical Discourse Analysis approach by Norman Fairclough, and the theory of fallacy by Edward T. Damer. The reason for sampling in this period is the author sees the quarrel between Elon Musk and Mark Zuckerberg as to improve Elon Musk's reputation after the decline in Twitter/X shares,



the transfer of Twitter/X property rights, and the change in the name of Twitter/X which caused a decrease in Elon Musk's wealth assets.

Therefore, the author will focus on drawing data samples from 2020 to 2023 where posts that reflect Elon Musk's ideology are widely exposed and reported, thus adding to the author's research references to analyze Elon Musk's forms of representation, hegemony, ideology and thinking errors, this research would only focus on the analysis of Elon Musk's ideological representation, logical fallacy and the power behind Elon Musk's ideological representation using the approach of the three dimensional framework by Norman Fairclough and the theory of logical fallacy by T. Edward Damer called the code of intellectual conduct especially Arguing in a Circle, Question-Begging Language, The Question-begging definition, Ignoring Counterevidence, abusive Ad Hominem, Poisoning the Well, Red Herring, and Resort to Humor or ridicule from Elon Musk's posts on X/Twitter.

## **F. Novelty of the Study**

This research is the first research to analyze data from Elon Musk's posts on X/Twitter to investigate and validate Elon Musk's Ideology and logical fallacy using the approach of Critical Discourse Analysis by Norman Fairclough and the theory of Attacking Faulty Reasoning by T. Edward Damer.



## CHAPTER II LITERATURE REVIEW

### A. Discourse Analysis

The difficult and inconsistent pronunciation, which follows the established norms or standards, organizes the irregularity. The inclusion of specific observable episodes in the categories of political, social, or other social ties is one way that norms or standards are further thought to play a role in determining human conduct (Shapiro in Latif & Ibrahim, 1996:81). According to Shapiro's perspective, a discourse's value is determined by its adherence to the rules, norms, or standards (in this case, the syntax and semantics).

In Nunan (1993), Crystal and Cook define discourse as linguistic units larger than sentences, frequently in the form of coherent/coherent settings with a clear aim, such a sermon, an argument, a joke, or a story. Nunan believes that the importance of the series elements and coherence is crucial to evaluating a discourse, though not as strongly as Shapiro. Discourse/discourse is defined by the more unbiased Lubis (2004: 149) as "a collection of statements written or spoken or communicated using signs." It is described as "the basis for deciding what is to be established as a fact of the issues discussed, and to determine what is appropriate for understanding the facts and then set" by White (in Lubis, 2004: 149). Unlike the other White, who see increased discourse as a result or a byproduct, White see it as a cause (Purbani, 2005:3).

By comprehending the discourse in the manner previously indicated, Nunan (1993) asserts that discourse analysis is the study of language use with the aim of illuminating and interpreting the connection between the linguistic unit's structure or pattern and its expressed purpose. In order to reveal the meaning hidden behind a discourse's surface, nunan models of discourse analysis do a meticulous and surgical examination of language components including coherence, ellipsis, on, information structure, themes, etc. (Purbani, 2005:4).

course is a tool that institutions use to influence people. The process of and exclusion, intelligibility and legitimacy evaluate their power. He is



referring to the way a particular discourse or discursive structure defines what can be said about a given subject. A discursive formation is made up of a set of common assumptions and unwritten laws that aim to control what can be said, written, and done in a certain area (Storey, 2001:78).

In the Foucault notion, discourse implies the existence of power and the power behind these assertions, even if in some sense the term discourse was previously limited to the definition unit of language, statements, thoughts, or facts-based determination and understanding. This theory holds that how we communicate and how information is formed are influenced and shaped by the power dynamics in society. Institutions are seen to employ discourse as tools to exercise their authority through the processes of defining, isolating, and justifying. In any case, he is deciding which statements could be said at a specific time without necessarily being in a specific field (Purbani, 2005:7).

## **B. Discourse and Science**

Semantics, formal logic, and linguistics are collectively referred to as formal science. Logic, mathematics, statistics, theoretical computer science, information theory, game theory, system theory, decision theory, and linguistics are all examples of formal science. Formal science is any field of study that is connected to a formal system. Formal science works with the internal nature of the formal system, terms, and regulations governing a conclusion when the natural science and other sciences, such as social science, behavioral science, and cognitive science, seek scientific theory relying on observations aimed at accurately predicting to explain the external phenomena of the world. By first identifying contradictions and invalid forms of conclusion, formal science aids in the construction, evaluation, and testing of scientific ideas and models.

Conversation analysis is the process that gives a conversation coherence, according to Cook (1997:6). Whether intentionally or unintentionally, discourse analysis refers to everything that has been prepared by all theorists or researchers and is associated with the phenomena they wish to empirically prove. Therefore, no restrictions on discourse analysis as long as it is related to language.



## C. Critical Discourse Analysis

Fairclough (1995:1) in his book, *Critical Discourse Analysis (CDA)* focusing his work on "three-dimensional" framework to study the relationship between language, power, and ideology. The goal of this consolidation of CDA as a "three-dimensional" framework is to map three distinct forms of analysis onto one another: analysis of texts (spoken or written), analysis of discourse practice (processes of text production, distribution, and consumption), and analysis of discursive events as examples of sociocultural practice (Fairclough, 1995:23). Ideology is a specific portrayal of a feature of the world (natural or social; what is, what can be, and what ought to be) that might (and may) be represented in alternative ways, and where any given representation can be associated with some particular "social base" (I am aware that this is a rather crude gloss on a complex and contentious concept) (Fairclough, 1995:31).

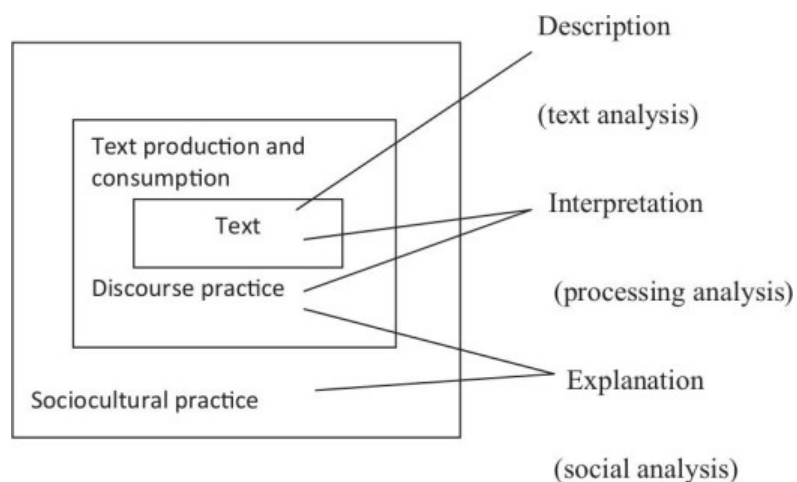


Figure 1

### 1. Text

This involves a descriptive analysis of the structure of the text, including vocabulary, semantics, and syntax. This analysis focuses on how the text is linguistically shaped.

### 2. Discourse Practice

This involves interpretive analysis of the processes of text production, distribution, and consumption. This level examines how texts are created,



disseminated and consumed by society, as well as the intertextuality and interdiscursivity involved in that context.

### 3. Sociocultural Practice

This involves an explanatory analysis of the sociocultural context in which a discourse appears. This level examines how texts relate to broader social and cultural practices, including situations, institutions, and societies.

A person's complexity can be ascribed to both situational and persistent trait-based distinctions (Woodard et al., 2021). Integratively complex people, who have a persistent trait-based difference in motivation and the ability to think complexly, tend to score higher on openness and creativity and lower on social conformity and conscientiousness (Tetlock et al., 2004). They also exhibit characteristics like narcissism, hostility, initiative, and self-objectivity. This complexity can take two forms: dialectical complexity, which involves a conflict between competing perspectives, and elaborative complexity, which entails elaborating on a single position (Conway, 2008). These findings imply that a complex and contentious individual is likely to exhibit a combination of these characteristics and thinking patterns.

The narrative representations of ideology and power can be explored in texts that are in explicit dialogue with other texts, particularly re-versions and sequels. According to Fairclough (1995:25), the language ideology relationship should be conceptualized within the context of research on discursive and sociocultural change. Following Gramsci (Forgacs 1988), the concept of ideology here focuses on the effects of ideologies rather than questions of truth, and textual features are considered ideological insofar as they affect (sustain, undermine) power relations. Both structures (discourse conventions) and events are seen as 'located' with ideology.

Fairclough (1995b: 14) defines ideology as "meaning in the service of power." Ideologies, according to critical discourse analysts, serve the interests of certain groups with social power, ensuring that events, practices, and behaviors become as legitimate and common sense. Ideologies do this subtly because they w people interpret the world around them, resulting in hegemony. Social defined as the ability to wield power over those who have privileged



access to social resources such as education, knowledge, and wealth. Analysts, on the other hand, believe that power and dominance are not simply imposed from above on others, but that power is 'jointly produced' in many situations, such as when people are led to believe that dominance is legitimate in some way (Mayr, 2008).

#### **D. Semantic/Pragmatic and Relevance**

The study of meaning is known as semantics, and it is a branch of linguistics that analyzes the relationship between linguistic signs in a language. Semiotics, semiology, and semasiology are additional terms for the same phenomenon. According to Lehrer (1974: 1), semantics is the study of meaning. For Lehrer, semantics is a very broad subject of study since it has helped offensive aspects of the structure and function of language to be linked with psychology, philosophy, and anthropology. The viewpoint that "semantics is the study of meaning" was also expressed by Kambartel (Bauerle, 1979: 195), who stated that semantics implies that language consists of a structure that discloses meaning when it is related to things in the realm of human experience.

According to Verhaar (1983: 124), semantics is the meaning of the theory of meaning. Another definition comparable to this one may be found in the Encyclopedia Britannica (Encyclopaedia Britannica, Vol. 20, 1965: 313), which states that "Semantics is the study of the relationship between a distinguishing linguistic relationship mental processes or symbols in the producing utterance activities". Based on the definitions above, it is possible to deduce that semantics is concerned with the meaning of linguistic sub-disciplines. Meaning, in other words, is the object of semantics.

When we talk about semantics, we also talk about Pragmatic. The study of meaning as communicated by a speaker (or writer) and perceived by a listener (or reader) is the focus of pragmatics. As a result, it has more to do with analyzing what individuals mean by their utterances than with the words or phrases I use in those statements. Pragmatics is the study of the meaning of speakers. It

ates thinking about how the speaker structure what they want to say in  
p who they're speaking to, where, when, and under what conditions.



Pragmatics is the study of meaning in context. This approach must also investigate how listeners can infer what is stated in order to arrive at an understanding of the speaker's intended meaning. This sort of research investigates how much of what is unsaid is acknowledged as part of what is expressed. It may be described as the examination of invisible significance. Pragmatics is the study of how more than what is stated is communicated. This viewpoint thus begs the question of what influences the choice between the uttered and the unsaid. The fundamental solution is linked to the concept of distance. Physical, social, or intellectual closeness implies shared experience. Speakers determine how much they need to say based on how close or far the listener is. Yule (Pragmatics, 1996:3) defines pragmatics as the study of the expression of relative distance.

As a result, there are four definitions of pragmatics, according to Yule (1996: 3). First, there is the field that investigates the speaker's meaning. Second, the field that investigates meanings in relation to their setting. Third, fields that research beyond the study of meaning utterance, study about the meaning conveyed or connected to the speaker; and last, fields that investigate the forms of expression social distance by limiting participants in a particular conversation. Thomas (1995: 2) distinguishes between two developments in pragmatics. The first, from a social standpoint, connects the pragmatic with the speaker's meaning. Second, using a cognitive perspective, connect the pragmatic with the utterance interpretation.

Furthermore, Thomas (1995: 22) defines pragmatics as a field that studies the meaning in interaction, assuming that the meaning process is a dynamic process that involves negotiations between the speaker and the listener as well as the context of the speech (physical, social, and linguistic) and the potential meaning that may be of a speech utterance. Leech (1983: 6) The notion that semantics and pragmatics are distinct, yet complementary and interrelated disciplines of study see pragmatics as a linguistics branch of study concerned with semantics. This relationship is known as semanticism, which considers pragmatics to be a component of the semantic; pragmatism, which considers semantics to be a part pragmatic; and complementarism, which considers semantics and pragmatics to be two disciplines that complete each other (Chaer & Muliastuti, ---





Because of the discussion that explores the area of the speaker meaning of which is appropriate with the relevant evidence and fit the facts, the relevant theory is known as the theory of pragmatics. As a result, researching the appropriate arguments as well as reviewing pragmatics is essential. As we all know, studying pragmatics leads to studying semantics. They are both linguistic branches. In semantics, we examine the classification of meaning, meaning relations, meaning changes, meaning analysis, and the meaning of language usage. While pragmatics is concerned with the interaction of manners, conversational implicature, substitutes, reference, and inference, deixis is also mentioned. As a result, we might argue that pragmatics is tied to our comprehension beyond language. However, topics described in pragmatics are also closely tied to things in language. And semantics are the linguistic sub-disciplines concerned with meaning (meaning of words and meaning of a sentence).

### **E. Logical Fallacies in the Argument**

Logic is given as a precise symbolic system, separated into three categories: propositional logic, traditional logic, and quantificational logic. The nature of this symbolic system is, of course, the root cause of the educational conundrum. Nat's goal necessitates that the symbolic system be designed to match the patterns and processes of everyday reasoning. This may appear to be an obvious statement, but it is not. Many introductory logic texts present logic systems that use special rules and formal techniques that do not correspond to ordinary reasoning, such as the now commonly presented method of semantic (truth) trees with open or closed branches to determine logical validity, which is an elegant and efficient technique, and an important tool for solving system-related theoretical questions, but which is artificial and unnatural, and ironically, incapable of being used in ordinary (Nat, 2010).

Logic, broadly defined, is the study of correct reasoning. Logic has several subcategories, all of which name themselves logic. These many branches are all part of two major divisions of logic: formal logic and informal logic. Formal logic is the study of reasoning by arranging logic as a formal system that includes laws of inference, argumentation tactics, and deductions. Formal logic is referred to as deductive logic, and it is distinguished from another type of logic known as inductive logic. Informal logic investigates real situations



of reasoning directly, without offering a formal set of laws, rules, or strategies. Informal logic is divided into two major sections. One was previously known as "Informal Logic," but it is now more commonly referred to as Critical Thinking in college curricula. The other area is inductive logic (Nat, 2010:5).

Critical Thinking is a branch of Informal Logic that investigates the reasoning process by examining concrete situations of reasoning in terms of content, intent, and consequence; there is also an emphasis on errors in reasoning, known as logical fallacies. A topic covered in Critical Thinking could be as follows: "The type of reasoning known as argumentum ad hominem is a logical error, but it is so effective psychologically that it has always been a standard form of popular reasoning." (Nat, 2010:5).

## **F. The Argument and interrelation in argument**

(Damer, 1991:13) An argument is a collection of propositions, one or more of which, the premises, support or give evidence for another, the conclusion. An argument is a linked set of words, statements, or propositions referred to as "premises" that are meant to provide grounds of some kind for a language, statement, or proposition referred to as the "conclusion." (Armstrong and Fogelin, 2010:3). A good argument is composed of premises that support or give evidence for a conclusion. Damer (2009:1) distinguishes between deductive and inductive thinking to assess the strength of conclusions. Good arguments assist people make better personal decisions and enhance the retention of correct or defensible beliefs (Damer, 2009:3). In legal contexts, effective arguments are critical for convincing judges and juries, ensuring that the best argument wins (Damer, 2009:25). Violating deductive logic rules results in structural errors in arguments, underlining the significance of following logical principles (Damer, 2009: 31).

According to Damer, there are five main rules of argument that we should follow in order to have a strong argument. The structural principle, acceptability principle, sufficiency principle, rebuttal principle, and relevance principle are among them. These are the criteria that T. Edward Damer established in his code

of actual conduct principles to assist us determine the quality of an argument.

In this research, the writer only use two types of the code of intellectual



conduct, fallacies that violate the structural criterion and fallacies that violate the acceptability criterion.

### 1. Fallacies that violate the structural criterion

When arguing for or against a position, one should utilize an argument that fits the basic structural elements of a well-formed argument. Such an argument does not use reasons that contradict one another, contradict the conclusion, or overtly or indirectly presume the conclusion's veracity. It also does not make any incorrect deductive deductions (Damer, 2009:31). Whoever makes a statement or makes an argument, the rationale should not contain conflicts between one and the other. Some premises, for example, are incompatible with the conclusion. Fallacies that fail the structural criterion do not satisfy the basic structural requirements of a well-formed argument. These fallacies are distinguished by premises that are incompatible with one another, contradict the conclusion, assume the veracity of the conclusion, or entail improper deductive conclusions. Below are some examples of fallacies that violate the structural criterion:

1. Arguing in a circle, entails declaring in the premise what is said at the end of an argument without offering supporting evidence. This error is prevalent and can be identified when the premise merely states the conclusion as evidence. Circular reasoning is not often conveyed explicitly, making it difficult to determine whether the dubious premise and conclusion are widely separated in the argument. The circular argument employs a premise that would probably not be judged true unless the conclusion was previously recognized as true. Circular reasoning is demonstrated by restating the conclusion in new words as a premise, resulting in a circular argument (Damer, 2009: 63).
2. Question-begging language takes a viewpoint on the topic under discussion, guiding the listener to the same conclusion without presenting convincing grounds. It entails utilizing language that discreetly persuades the listener to draw a specific conclusion, potentially influencing the outcome of an investigation. The fallacy of question-begging language arises when an arguer presumes that an unresolved issue has been resolved through language choice, leading to biased conclusions. To prevent this fallacy, utilize descriptive or neutral language in arguing circumstances to guarantee that conclusions are based on genuine facts (Damer, 2009: 65).



3. The question-begging definition includes utilizing a problematic term disguised as an empirical premise, which leads to biased findings. It replaces a dubious definitional premise with an empirical one, presuming the validity of the arguer's stance, resulting in a structurally unsound argument. Clues to the error include ignoring conflicting evidence and employing modifying adjectives like 'true' before crucial terms in the conversation. To counteract this error, distinguish between definitional and empirical premises and push the arguer to present evidence refuting the argument (Damer, 2009: 69).

These fallacies are classified as structural criterion violations because they fail to meet the standards for a well-formed argument, such as ensuring that premises are compatible with one another, that the conclusion does not contradict the premises, and that there are no flawed deductive deductions.

## 2. Fallacies That Violate the Rebuttal Criterion

The argument must present an effective refutation to any substantial criticisms to the argument or position it supports, as well as the strongest reasons for viable alternative perspectives. This criterion highlights the significance of responding to potential counterarguments and criticisms in a logical and complete manner in order to improve the argument's validity and trustworthiness. Fallacies that violate this criterion include red herring, straw man, and poisoning the well (Damer, 2009:193).

- a. Ignoring counter-evidence can give the impression that there is no major opposing evidence, leading to erroneous arguments (Damer, 2009:195).
- b. Abusive Ad Hominem refers to attacking the person making an argument rather than addressing the subject, which can divert attention away from the main point (Damer, 2009:199).
- c. Poisoning the Well: Presenting unfavorable facts about someone to undermine their future claims and influence the audience against them (Damer, 2009:200).
- d. Red Herring refers to introducing unrelated information to divert attention away from the primary issue, perhaps misleading the audience and derailing the discussion (Damer, 2009:208).

Appeals to Humor or Ridicule can be used to dismiss an argument or opponent, rather than addressing the core issue (Damer, 2009:210).



## G. Elon Musk

Elon Reeve Musk is an entrepreneur and investor who was born on June 28, 1971. Elon Musk is the founder, chairman, CEO, and CTO of SpaceX; an angel investor, Tesla, Inc.'s CEO, product architect, and previous chairman; the owner, chairman, and CTO of X Corp.; the founder of the Boring Company; the co-founder of Neuralink and OpenAI; and the CEO of the Musk Foundation. He is the world's richest person, with a net worth of US\$232 billion as of September 2023, according to the Bloomberg Billionaires Index, and a net worth of \$253 billion, according to Forbes, owing primarily to his investments in Tesla and SpaceX.

Elon Musk was born in Pretoria, South Africa, and attended the University of Pretoria for a short time before coming to Canada at the age of 18, gaining citizenship through his Canadian-born mother. He enrolled at Queen's University in Kingston, Ontario, two years later. Elon Musk went on to get bachelor's degrees in economics and physics at the University of Pennsylvania. In 1995, he relocated to California to attend Stanford University. Elon Musk, however, left after two days and co-founded Zip2, an online city guide software company, with his brother Kimbal. In 1999, Compaq purchased the business for \$307 million, and Elon Musk used \$12 million of the proceeds to co-found X.com, a direct bank. In the year 2000, X.com combined with Confinity to establish PayPal.

eBay paid \$1.5 billion for PayPal in 2002, and the following year, Elon Musk used \$100 million of his gains to create SpaceX, a space flight services company. In 2004, he became an early investor in electric vehicle manufacturer Tesla Motors, Inc. (now Tesla, Inc.). After serving as chairman and product architect, he was named CEO in 2008. Elon Musk was a co-founder of SolarCity, a solar energy company that Tesla acquired and rebranded Tesla Energy in 2016. In 2013, he designed a hyperloop high-speed immunization train transportation system. In 2015, he cofounded OpenAI, a non-profit artificial intelligence research organization. The next year, Elon Musk founded Neuralink, a neurotechnology company that develops brain-computer interfaces, and Boring, a tunnel ion company. In 2022, he paid \$44 billion for Twitter. The next year, he he company with the newly formed X Corp. and renamed the service X. 2023, he founded xAI, an artificial intelligence company.



Elon Musk has expressed views that have made him a polarizing figure. He has been condemned for making unscientific and misleading assertions, such as disseminating erroneous information about COVID-19 and promoting conspiracy theories. His ownership of Twitter has also been contentious, resulting in the termination of a large number of employees, a spike in hate speech on the platform, and changes to Twitter Blue verification. In 2018, he was sued by the US Securities and Exchange Commission (SEC) for falsely claiming that he had personally secured funding for the Tesla takeover. Elon Musk resigned as Tesla chairman and agreed to pay a \$20 million settlement fee to settle the dispute.

## H. X/Twitter

The American business X Corp., which replaced Twitter, Inc., is the operator of the social media and networking website X, formerly known as Twitter. Registered users on X/Twitter are able to upload text, pictures, and videos.<sup>11]</sup> In addition, users have the ability to direct message other logged-in users and like, repost, quote, and comment on postings. Tweeting and retweeting were the terms employed under the moniker Twitter.

In March 2006, Jack Dorsey, Evan Williams, Noah Glass, and Biz Stone founded Twitter. The same year, in July, it was introduced. With more than 25 offices worldwide, Twitter, Inc., its previous parent company, was headquartered in San Francisco, California. In 2012, the service processed 1.6 billion daily search searches, and over 100 million users generated 340 million tweets daily. It has been dubbed "the SMS of the Internet" and was among the top ten most popular websites in 2013. Twitter boasted around 330 million monthly active users at the beginning of 2019. In reality, a small percentage of users create the great bulk of tweets. An estimated 48 million accounts, or 15% of all accounts, were thought to be fraudulent in 2020.

Billionaire Elon Musk became the CEO of Twitter and gained control of the site after he paid US\$44 billion to acquire it in October 2022. The platform has come under fire for encouraging an upsurge in hate speech since the takeover. On June

Linda Yaccarino took over as CEO; Elon Musk will still serve as Chairman of Technology Officer. Elon Musk declared in July 2023 that the bird will be retired and that Twitter will henceforth be called X.



## I. The Previous Studies

The previous research related to Elon Musk such as *The paradoxical marketer: Interpretations, illustrations and implications* by Carsten Lund Pedersen (2023). *Tweeting like Elon? Provocative language, new venture status, and audience engagement on social media* by Benedikt David Christian Seigner, Hana Milanov, Erik Lundmark, and Dean A. Shepherd (2022). *The narcissistic leader: The good, the bad, and recommendations* by Yoonhee Choi and Wei Ming Jonathan Phan (2021).

*The paradoxical marketer: Interpretations, illustrations and implications* by Carsten Lund Pedersen (2023). The study addresses the concept of paradoxical roles for marketers in response to competing market needs and pressures. It presents four new paradoxical marketing roles: honest illusionist, conforming rebel, empathic technologist, and artistic scientist. These roles are a response to external, conflicting stakeholder demands.

The paper's research approach and theory are founded on the concept of paradoxical roles for marketers in response to competing market demands and pressures. The study introduces four distinct paradoxical marketing roles: honest illusionist, conforming rebel, empathic technologist, and artistic scientist. These roles are a response to external, conflicting stakeholder demands. The report also emphasizes the marketer's scientific function, highlighting the significance of strong theoretical foundations and empirical testing driven by technological advancements. It emphasizes the importance of marketers balancing scientific rationale and creative flair in their market presence. Furthermore, the study contends that the market is growing more complicated, fragmented, and paradoxical, and that being market-driven necessitates paradoxical marketers. It also underlines the importance of future study to define and characterize the distinctions between dilemmas and paradoxes in marketplaces.

Furthermore, the study believes that the market is becoming more convoluted, fragmented, and paradoxical, and that market-driven marketers must be rational. It also emphasizes the significance of future research into the distinctions between dilemmas and paradoxes in marketplaces. Overall, the study's approach and theory of the paper center on the need for marketers to navigate and



manage contradicting positions in the current marketplace, incorporating both scientific and creative components in order to effectively respond to competing pressures and stakeholder demands.

The study addresses the concept of paradoxical roles for marketers in response to competing market needs and pressures. It presents four new paradoxical marketing roles: honest illusionist, conforming rebel, empathic technologist, and artistic scientist. These roles are a response to external, conflicting stakeholder demands. The article summarizes the functions, as well as their interpretations and implications. It also introduces the DUAL roadmap to assist marketers in efficiently managing these contradictory duties. Furthermore, the article discusses the need for marketers to balance competing roles in the modern marketplace, such as balancing authenticity and surprise, conforming to local environments while also challenging them, and being both technologically savvy and empathetic towards consumers. It presents examples and insights into how marketers might successfully negotiate these paradoxes. The report also introduces the DUAL roadmap as a process for efficiently handling market paradoxes, as well as ideas for practitioners, educators, and academics on how to incorporate these paradoxical positions into their work. The document also provides a list of references on marketing, consumer behavior, organizational change, and management, with subjects such as CEO activism, breakthrough tactics, consumer research, brand activism, empathy-based marketing, and the future of marketing covered.

Tweeting like Elon? Provocative language, new venture status, and audience engagement on social media by Benedikt David Christian Seigner, Hana Milanov, Erik Lundmark, and Dean A. Shepherd (2022). The study investigates the effect of status and provocative language on audience interaction with new-business posts on social media sites. It examines 369,142 Twitter tweets from 268 new enterprises, with a particular focus on the impact of venture capital (VC) funding on audience engagement. According to the study, increased prestige, which is connected with VC investment, has a beneficial affect on audience engagement. Furthermore, it emphasizes the interaction of the communicator and the message in promoting engagement on social media, stressing the portability of status indicators to online settings. The study adds to our understanding of new-venture communication with external audiences and the nonfinancial benefits of VC





funding by providing insights into the dynamics of status and audience engagement on social media for new ventures.

This paper's research approach entails evaluating 369,142 Twitter posts by 268 new businesses in order to determine the impact of status and provocative language on audience engagement on social media platforms. The research is based on theoretical frameworks such as social influence logic, symbolic capital, and the significance of author qualities in determining the relevance of a message. The work also builds on prior research on entrepreneurial framing, gatekeeping theory, and the contingent value of venture capitalist reputation.

The authors also acknowledge the assistance of colleagues and specialists in offering input and direction throughout the research process. Several major findings are presented in the report. To begin, it establishes that a venture's status, particularly that linked with venture capital (VC) funding, favorably promotes audience engagement on social media platforms. This suggests that venture capital investment acts as a useful status marker in the social media context, affecting audience reactions to ventures' controversial language on social media. Second, the study emphasizes the transferability of status markers from offline to online environments, giving empirical evidence that venture capital funding is an offline event with social media ramifications. This adds to the current understanding of the interconnectedness of offline and online platforms for new enterprises seeking VC funding. This paper's research methodology entails evaluating 369,142 Twitter posts by 268 new businesses in order to determine the impact of status and provocative language on audience engagement on social media platforms.

The research is based on theoretical frameworks such as social influence logic, symbolic capital, and the significance of author qualities in determining the relevance of a message. The work also builds on prior research on entrepreneurial framing, gatekeeping theory, and the contingent value of venture capitalist reputation. The authors also acknowledge the assistance of colleagues and specialists in offering input and direction throughout the research process. Overall,

's findings add to the research on new enterprises' online communication, sequences of venture capital funding, and the dynamics of status and participation on social media. They also highlight future research



directions, such as assessing audience diversity on social media and investigating the implications of other status markers.

The narcissistic leader: The good, the bad, and recommendations by Yoonhee Choi and Wei Ming Jonathan Phan (2021). The essay examines the impact of narcissistic executives in business, stressing both their positive and negative characteristics. It outlines the characteristics of narcissistic leaders and their consequences on subordinates, as well as offers suggestions for dealing with narcissistic leaders in the workplace. The article also goes over the three aspects of narcissism: Leadership and Authority, Grandiose Exhibitionism, and Entitlement/Exploitativeness. Yoonhee Choi and Wei Ming Jonathan Phan, the writers, are Assistant Professors of Management and Human Resources at California State University, Long Beach. Strategic management, organizational theory, individual diversity, and workplace health are among their study interests. The article includes citations from numerous sources and thanks the editor, reviewers, and a colleague's contributions.

The paper's study approach and theory are based on a thorough examination and assessment of collectivist society, the big five personality traits, and the aspect structure of narcissism. The authors use personality psychology to explain how and why leaders with high levels of narcissism feel, think, and behave the way they do. To give a theoretical foundation for understanding the impact of narcissistic leaders in business, the research also draws on important publications on narcissistic leaders by Rosenthal and Pittinsky, Maccoby, and Kets de Vries and Miller.

The research examines the impact of narcissistic executives in business, stressing both their positive and bad characteristics. It outlines the characteristics of narcissistic leaders and their consequences on subordinates, as well as offers suggestions for dealing with narcissistic leaders in the workplace. The article also goes over the three aspects of narcissism: Leadership and Authority, Grandiose Exhibitionism, and Entitlement/Exploitativeness. It illustrates how narcissistic leaders may be both helpful and damaging, and how a moderate level of narcissism is ideal for good leadership. In addition, the page gives examples of helpful and maladaptive ideas for each aspect of narcissism. It explores how the reaction to narcissistic leaders diminishes with time when their undesirable



attributes become obvious, including their charisma, social skills, and quest of media attention.

Narcissistic leaders' work environments can foster animosity, mistrust, and cynicism among subordinates, resulting in decreased productivity and greater turnover. As techniques for controlling narcissistic leaders, the article advises coaching, cultivating a shared atmosphere, and implementing checks and balances. It highlights the significance of knowing the continuum and mix of narcissistic characteristics and includes a list of recommended reading on the subject. Yoonhee Choi and Wei Ming Jonathan Phan are the writers. They are both Assistant Professors of Management and Human Resource Management at California State University, Long Beach, and have research interests in strategic management, organizational theory, individual differences, and workplace health. The article includes citations from numerous sources and thanks the editor, reviewers, and a colleague's contributions.

This research is a follow up research from The narcissistic leader: The good, the bad, and recommendations by Yoonhee Choi and Wei Ming Jonathan Phan (2021) related to Elon Musk's character as a bourgeois hero that influenced media and society. Throughout this research, the author analyze in depth and more detail Elon Musk's Ideological representation, logical fallacy, and his influences to the media and society through his posts on Twitter/X.

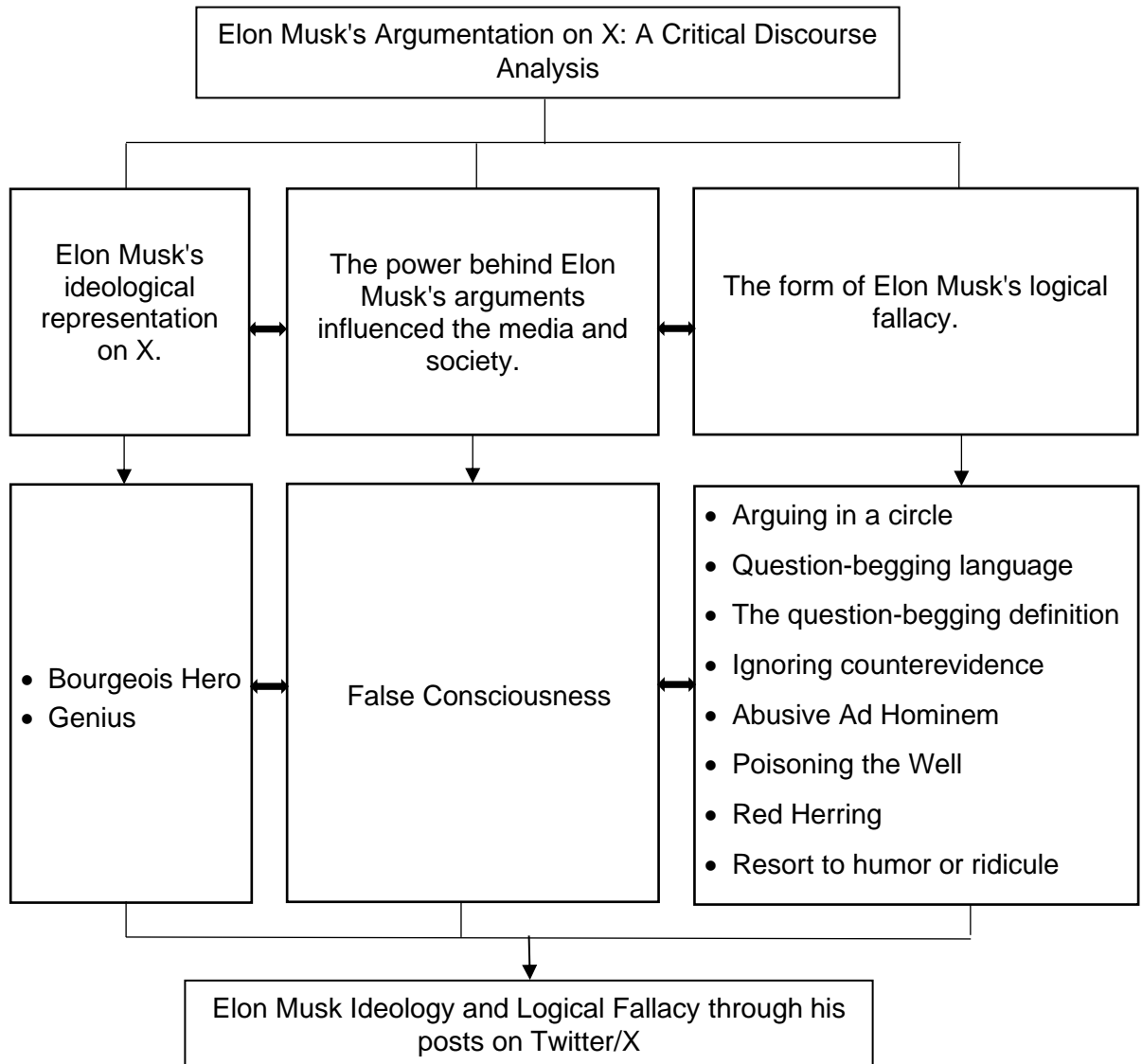
## J. Conceptual Framework

The conceptual framework describes how the theory relates and works with the topic to answer the research questions. First, the author collected all the data from Elon Musk and Mark Zuckerberg's post on X/Twitter in the form of words, phrases, clauses, and sentences or arguments. Then, the author will apply the three-dimensional framework by Norman Fairclough and the code of intellectual conduct by T. Edward Damer, fallacies that violate the structural criterion which is divided into Begging-The-Question Fallacy and Fallacies of Inconsistency. Begging-The-Question Fallacy consists of Arguing in a Circle, Question Begging

e, Complex Question, and Question Begging Definition. Fallacies of Inconsistency consist of Incompatible Promises and Contradiction between Premise and Conclusion. These fallacies, false consciousness, representations of



bourgeois heroes and genius character are used in the data to describe and analyze the data that will ultimately answer the research questions.



## K. Definition of Term

1. False Consciousness: (especially in Marxist theory) a way of thinking that prevents a person from perceiving the true nature of their social or economic situation.
2. Ideology is a view based on Elon Musk's mindset in conveying various messages or ideas through his X/Twitter account.
3. Representation is a form of words, images, sequences, stories and others that represent ideas, emotions and facts.
4. A logical fallacy is an argument that may sound convincing or true but is actually flawed, leading to an unsupported conclusion. It is an error in reasoning that can be used intentionally or unintentionally, either due to poor reasoning or to manipulate others. Logical fallacies can be deceptive, making it important to be able to spot them in one's own argumentation and that of others. They are categorized into formal and informal fallacies, with informal fallacies involving irrelevant or incorrect premises.

