CHAPTER I

INTRODUCTION

1.1 Background of Study

In 21th century, racism is being the common condition in particular part of the world. One of the incidents was happening in Ferguson, Missouri where the black people was treated like an animal (*Feldenkirchen, 2014, NBCnews.com*). In united stated, Ferguson Missouri has the most racial problem, political powerlessness, and police violence in recent memory. The St. Louis area has a long history of racial discrimination. Most of African-American people live in the border of St. Louis. African-Americans migrated into St. Louis County in even greater numbers when a federal court approved a settlement plan to integrate city and county schools in the early 1980s (Radley Balko,2014). although the City of Ferguson was 85% White and 14% Black in 1980, it is now approximately 67% Black and 29 percent White (US, 2010), but they have lowest payment and low quality in education. In Ferguson, the median income for African-Americans is \$32,500, compared to \$53,400 for Wites (Teresa Wiltz, 2014).

After the civil war (1861-1865), Abraham Lincoln (16th American President) legitimated 13th, 14th and 15th amendments that is about the abolition of slavery in the rest of America and the protection of human's right in law and government (dikompas.blogspot.in/2013/01/Amandement.html). Unfortunately, white people still hold racial prejudices. Racism has never gone, it just merely

hiding in the institutional policy. There were many another races that has difficulty to look for job, houses, and education. Furthermore practice of lynching in the middle of 21th century shows that American never convinces the equality among races. Lynchings were violent and public acts of torture that traumatized black people throughout the country and were largely tolerated by state and federal officials. "Terror lynchings" peaked between 1880 and 1940 and claimed the lives of African American men, women, and children who were forced to endure the fear, humiliation, and barbarity of this widespread phenomenon unaided (EJI;Equal Justice Initiative, 2015). Nevertheless, police still doing the lynching to the black people with the reason of protection to his life.

August 9, 2014 Michael Brown was shot by white police in Ferguson and he was unarmed. It made the protesters or demonstrators flare up their anger because the council did not give the police any of punishment. The reason is Daren Wilson (the police) shot Michael to protect himself. According to the council, Wilson shot Michael because Michael tried to attack him. Because of that council decision, it arouses the anger of the protesters (m.voaindonesia.com). Martin in his book explains racism as below:

Racism, the stigmatizing headword and political 'fighting word', is on almost everyone's lips today, probably because its meaning has become extraordinarily expanded and evasive. There is talk of a 'genetic', 'biological', 'cultural', 'ethnopluralist', 'institutional' and 'everyday racism', of a 'racism at the top', of an elite racism'. According to Albert Memmi (1992:103), racism refers to the generalized and absolute evaluation of real or fictitious differences that is advantageous to the 'accuser' and detrimental to his or her victim. He

suggests using the term 'racism' exclusively to denote the form of discriminatory judgment that encompasses the evaluation of both real and fictitious biological differences. (Reisigl, Martin, 2001:5)

Today racism is not merely talking about different race (white – black) but it can be different religion and ethnic. They also talked about minority and immigrant in particular part of the world. For instance, the riots happened in Australia because of police treatment to the indigenous people (Kattie Simmons and Amanda, 2008). Recently, the riots happened because police shot Michael Brown to death. Another act of racist happened to Donnel Johson (black people in Ferguson), he often became the targeting of police and exclusion from decision-making about the city's future (Wessler, 2014). Nevertheless there is country which made no difficulty live with immigrant, for example in Korea, immigrant portrayed more positive because Korea has grown because of the existence of immigrant. They help for increasing the economic matter (Sookyung Kim, 2012).

Van Dijk in his study of "mass media today" is being the legitimization of ethnic and social inequality. They focus on spectacular topic (drugs, the mafia and violent ethnic conflict), while ignoring the other relevant stories that look bad such as the poverty in rich countries and its causes, everyday racism, especially also among the elites (Van Dijk); in the article of the Michael Brown shot in Ferguson shows that he deserved to be shot because he tried to attack the white police and robber the store (NBCNews.com), rather than the white police act or the reason of robbery. He was not supposed to be shot till died because of that

crime. The media did not focus on the reason why African-American do such criminal and the company who give lack access to the minority. As Van Dijk said in his research, the minority have lack of access in the company. The bad prejudices of black (lazy, white is smarter than black, etc) makes them have less job opportunities.

This kind of act was exposed in the online media mass where people in entire world can read the news easily. The author of the news has an authority to reproduce racism and spreading their ideology through the online mass media such as NBC, USA today, Columbia Daily Tribune and another online media mass. The person's ideology is disclosed through his or her language. Tun Dr. Mahathir (Malaysian Prime Minister) has a belief that multi-racial and multi-religious country can live in the harmony. They can cooperate to make Malaysia to be better economically and politically. It was proved by the passing of Malaysia's economic crisis in the 1990s. Therefore, Dr. Mahathir can spread his ideology to influence the one who still hold ethnic and racist prejudices (Maya Khemlani David, 2010).

People can be called racist if they affirm discrimination and oppression based on the one's condition whether they differ in the appearance (beauty-ugly), physical ability (able – unable), sex (male – female), sexual orientation (gay-heterosexual), place of origin (Chinese – west). The one who did discrimination must have power. As Carlos Hoyt Jr, 2012 formulated racism equal power plus

prejudice. In the American society, white people have prejudice they are superior and blacks are inferior (lack of access), the white has power to do anything, including discrimination and oppression to the inferior (Carlos Hoyt Jr, 2012).

The reproduction of discourse above can be represented into the press (Muhammad Tahir.2013, Ruddick.2009, Anita L. Wenden.2005, Yasmin Jiwani and John E. Richardson.2010, Van Dijk, 1991), literature (Ikenna Kamalu,2013), movie (Moh. Arief. 2014. Prihandoko, Arief Rian.2013) and political speech (Maya Kemlani David,2010, Fatih Baryam, 2010) where the author or speaker reflected ideological implication of discourse. They have authority and power to write, publish and spread out their ideology through mass media, literature and political speech. For instance, in the book of Racism and the press written by Van Dijk, it said that there is Elite majority group who authorize the mass media. They can control the readers mind and share their ideology through the Press. The function of ideology is to control and organize a group's social and discursive practice, attitude, goals and interest as Van Djik argues: ...a racist ideology may control attitudes about immigration.

In early studies, the author use positive self-presentation to describe majority group and negative other-presentation to refer minority group (Muhammad Tahir.2013). Ikenna Kamalu, 2013 did research of ethnic and racist discourse in two post colonial African short stories that represented the violent religious wars in Nigeria 2000 and genocide in 1994. She analyzed the linguistics

elements that implied the culture of hatred, intolerance, violence, exclusion, and curtailment of individual and group right. For instance, the use of the word "infidel" is to justify an extremist Islamic Ideology that supports the elimination of out-group regarded as unbelievers (Ikenna Kamalu, 2013).

In this thesis, the writer has an attempt to know the social cognition of author when they influenced by their society. The writer analyzes the article using Critical Discourse Analysis (CDA). It is the appropriate tool to analyze the reproduction of racism in Fergusson, Missouri through online mass media. CDA is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With such dissident research, critical discourse analysts take explicit position, and thus want to understand, expose, and ultimately resist social inequality (Van Dijk, 1993b).

The online mass media that I choose to be the object is NBCNews.com. It is because NBC News Digital have reaches an audience of more than 58 million unique visitors who generate more than 1.2 billion page views and 140 million online video streams each month. The journalist majority in NBC News Digital was dominated by white people. Two of the Michael Brown Case writers in NBC News are Elizabeth Chuck and Elisha Fieldstadt. Elizabeth Chuck is an NBCNews.com staff writer and homepage producer. She started this role in December of 2005. Chuck is responsible for reporting on U.S. news as it breaks

across the country and managing content that appears on the homepage of NBCNews.com (Official website of NBCNews.com).

Elisha Fieldstadt is a staff writer for NBC News. She started this role in January of 2014. Fieldstadt is responsible for reporting and writing news and enterprise stories. Fieldstadt joined NBCNews.com as an intern in June 2013 from Baruch College, where she was editor-in-chief of Dollars & Sense magazine. In that role, Fieldstadt edited, wrote and create multimedia and feature stories for the online magazine (Official website of NBCNews.com).

Two journalists above are white people and having much of award in their line of journalism. They have a big role to reproduce discourse in the mass media. They are member of community of white. Thus, they have same shared common ideology to spread out into public.

Members of more powerful social groups and institutions, and especially their leaders (the elites), have more or less exclusive access to, and control over, one or more types of public discourse. Thus, professors control scholarly discourse, teachers educational discourse, journalist's media discourse, lawyers legal discourse, and politicians policy and other public political discourse. Those who have more control over more — and more influential — discourse (and more discourse properties) are by that definition also more powerful. Thus, if discourse is defined in terms of complex communicative events, access and control may be defined both for the context and for the structures of text and talk themselves. (Van Dijk, 1993)

This research is important to do because using CDA the researcher can reveal the implicit meaning of the discourse produced in online mass media. How

big the role of the author in controlling the reader's mind through discourse structure. To know the topic, schemata, style, rhetoric and meaning may be controlled, for instance, Press in British take control of positive self presentation of right wings and negative other representation of minority. The request of equality among minority by CRE (The Commission For Racial Equality) was presented by British Press as benefaction of their side to win the political election of Labour and it accused of 'exploiting fears of minorities' (Van Dijk,1991).

The writer was wondering whether the journalist (white people) were racist or not. Even they wrote news that portrayed racial act, it has possibility that the writer stand on white people ideology. Press still holds racist ideology implicitly. In Addition, the journalist of Washington post, that was about "Opportunist Make Use of Cartoon Protest; Individuals, Groups and Government Vent Anger over Issues Unrelated to Defense of Islam". They tends to use negative-other representation. 'Others' is representing of Muslim (Muhammad Tahir,2013).

Therefore, Critical Discourse Analysis is appropriate tools to analyze discourse in the online mass media. How the newsmaker share their ideology and their opinion through discourse structure. The selection of specific pronouns as forms of more or less polite address presupposes that language users know about social relations. Lexical variation implies that speakers have different opinions and ideologies. It is because news is made based on the necessity of the in group institution and reflection of the society.

Besides providing the reader with a thorough content analysis of the material, this thesis also introduce a detailed discourse analytical approach to the study of the ways in which ethnic minorities are portrayed in the press. The approach focuses on the topics, overall news report, schemata, local meanings, style and rhetoric of news reports. This research revealed the detailed analysis of sentence form, pronoun, coherence, nominalization, graphic, metaphor, alliteration used in text to understand the implicit meaning of discourse. Then it was supported by social context to reveal the social class, community and identity of journalist in her society.

The previous research merely analyze one part of discourse such semantic devices (Muhammad Tahir, 2013), Metaphor (Andreas Musolff,2012), theme and schemata (Van Dijk,pdf). Nevertheless, there many researchers the whole linguistics features and ideological implication in their analysis but less prominent in social context (Lisanil.2013, Handayani.2005). Therefore, my thesis would reveal the ideological implication of linguistic features and social context.

1.2 Statement of Problem

- 1.2.1 What are the structures of NBC News article in the Michael Brown case?
- 1.2.2 What is the social context in Michael Brown's news report?

1.3 Objective of the Study

I use CDA to be my tool for analyzing this discourse. It focuses on the ways discourse structures enact, confirm, legitimate, reproduce, or challenge relations of *power* and *dominance* in society. By analyzing discourse structures of Michael Brown article

- 1. The writer can reveal the structures used in news report such as topic of headlines (macrostructure), the schemata (superstructure), semantics, syntaxes, lexical style and rhetoric that is used by the writers in order to make the researcher understand the language used of the writer (microstructure). What appropriate use of words is in expressing meaning and attracting the readers. After analyzing the linguistic features. Then, the researchers will found the meaning and ideological implication of discourse.
- 2. The writer would find the social context in Michael Brown's news report.

1.4 Significance of the Study

This study contributes the knowledge about critical discourse analysis. How the researchers use CDA as a proper tool to analyze discourse structures, especially about racism. The case of Michael Brown is ongoing recently; it is still being the trending topic in the online mass media. So that, the readers of online mass media acknowledged what is behind the text that they read actually. They can be smarter to filter every news that white people or the one who had power produced. Therefore, they would not be easy to influence their ideologies.

1.5 Definition of Key Terms

Racism: unfair treatment of other races; belief some races of people are better than others. (Oxford Dictionary)

Critical Discourse Analysis: is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. (Van Dijk, 1997)

NBC News Digital: Online mass media that has a big role to the reproduction of discourse, especially in the case of Michael Brown. It also deliver the best in breaking news, segments from your favorite NBC News shows, live video coverage, original journalism, lifestyle features, commentary and local updates. (official website of NBCNews.com)

Michael Brown Case: the case that arouse the protesters anger and being the trending topic in NBC News Digital mass media. He was an eight-teen year old boy who was shot by the police in St. Louis and he was unarmed.

