





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 Dijk 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 Ferguson, 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



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





