#### **CHAPTER IV**

#### FINDINGS AND DISCUSSION

The case of Michael Brown is quite necessary to be analyzed. It is because the act of racism has amazed impact among African-American people in Ferguson, Missouri. This act was represented into news report by journalist. Press has a big role to represent the social phenomena. How do they want to varnish, amplified, legitimated the act of racism into their interest in text media. There are three news reports about Michael Brown death written by two journalists that was published in NBC News digital. The writer analyzed the news report using three level of text; macrostructure, superstructure and microstructure. It can reveal the ideological construction of the author. Here are the findings and discussion.

### 4.1 Findings

After analyzing the three news report of Michael Brown case using three dimension of text; macrostructure, superstructure and microstructure, the writer found the topic, schemata, semantics, syntaxes, stylistic and rhetoric used in the media coverage. Then, the writer found the ideological implication of journalist through her writing.

The topics or macrostructure of three texts are about the chronological event of Michael Brown's death, the decision of Grand Jury and the controversial prosecutor. Schema of all news report or superstructure began with headline and lead that shaped the first idea of news report. In the first news report journalist

gave 6 main events that support the chronological events. In particular events added by verbal reaction. Second news report, journalist gave 7 main events, 5 previous events and 9 verbal reaction. The schema of third news journalist arranged 6 main events, 3 previous event and 13 verbal reactions of authorized people who obviously pro with Bob Mc Culloch as proper prosecutor in handling Michael Brown case.

Analyzing the linguistic features of news reports or microstructure, the writer found the semantic style; The police shot MB because of physical confrontation (first news), Grand jury did not indict the police (second news) and Bob Mc Culloch is the best one (third news), syntaxes; she used different form of sentence in presenting the action of black and white, stylistic style; journalist tend to used negative lexicon to black people and vice versa, rhetoric style; the author used hyperbole to describe riots. Those results implicate the ideology of authorized community or white. They used text media to maintain their racist Ideology. White people must take control of any decision in Attorney, including Michael Brown case. The detail analysis of discourse structure would be presented below.

# 4.2 Macrostructure analysis of Michael Brown case

Macrostructure element is used to find the topic of the text. The topic shows the dominant and central concept and also shows the content of the news report. After reading three news reports about the death of Michael Brown, the writer found the topic in each newspaper. The writer can found the topic in the

headline and lead of the news report. Every news report has their topic to represent what situation that the journalist wanted to be made in the public.

First news written by Elizabeth Chuck (August 13th, 2014) has a topic of chronological events of Michael Brown's death. It can be seen in the headline "The Killing of Unarmed Teen: What we know about Brown's Death". From the headline the writer found the topic is about anything that is related to the shot of Michael Brown such as chronological events, brief background of Brown and the riot in St. Louis. It is supported by the first paragraph. It uttered general statement of the first news report.

"Days after an unarmed teen was shot to death in the St. Louis suburb of Ferguson, Missouri, few questions have been answered, raising tensions in the small, predominantly black city and prompting outrage from activists nationwide. Here is what we know about the killing of Michael Brown, 18." – Elizabeth Chuck, 2014

The first paragraph, the journalist tends to talk about riots after the shot of Michael Brown that have big impact to the resident, country and race relation. Elizabeth used the word "raising tension" and "prompting outrage" to represent the situation after the death of Michael Brown. "Predominantly black city" showed that black is majority people in Ferguson, they became threat for white. On the other way, the racist one is not white people anymore, they were black who attack, did oppression that threaten white's life.

Second news was written by Elisha Fieldstadt. It was published November 16<sup>th</sup>, 2014. The topic is about Grand Jury decision of Michael Brown case. It can be seen in the headline of the news "Waiting for the Grand Jury: What Do We

Know about Michael Brown Case?" the decision seems vague whether the grand jury must indict the police officer or not. This topic supported from the first paragraph of the news.

"It's been 100 days since Mike Brown was killed in Ferguson, Missouri, and the grand jury responsible for deciding whether to indict Police Officer Darren Wilson in the death of the 18-year-old could deliver its decision any day".

The first paragraph supported the topic about grand jury decision to the Darren Wilson. The Grand Jury did not release the decision yet and it became grand jury responsibility. Nevertheless, the journalist used 'any day' shows that the indictment of Darren Wilson is not quite necessary. From dictionary.com 'any day' means no particular time, as in it doesn't matter when any day is fine time. In addition, the author did not consider whether it is important to indict Wilson, but the important thing is the public must acknowledge the criminal and bad thing that Michael Brown has done. The sub headline such 'official account', 'audio and video (Michael Brown robbery), 'the autopsies', 'Wilson account' and 'Ferguson anxiously awaits grand jury decision' support the black people's bad image. The author let the public decide whether Wilson deserved to be punished or not.

The topic of the third news is about the controversy of persecutor Mc Culloch in Michael Brown case. From the headline "Prosecutor in Michael Brown Case has Deep Family Ties to Police" published in August 20<sup>th</sup>, 2014 arouse hesitancy among the oldest African-American Association of attorney West of Mississippi. The first paragraph also supports the hesitancy of Michael Brown

side because the persecutor cannot indict Wilson as soon as possible. Mc Culloch has a perception problem.

"The prosecutor heading the Michael Brown investigation has a perception problem: When it comes to his impartiality, the jury is still out. Overseeing possible charges in the shooting death of the unarmed teen falls on St. Louis County Prosecuting Attorney Robert P. McCulloch, a Missouri native whose police officer father was killed in the line of duty when McCulloch was 12".

The journalist emphasized the confusion of prosecutor by giving the Mc Culloch death father statement into her supporting data that prosecutor may not indict Wilson because of his father (police officer) was killed in the line of duty. It also supported by the sub headline of the third news "Prosecutor: I know What It's like to lose a Loved One to Violence", "Michael Brown's Parents: Violence need to stop" ask the protester to calm their self to accept any of grand jury decision because as prosecutor, he ever felt how painful it was to lose the one he loved. Therefore, the election of Mc Culloch became controversial prosecutor in Michael Brown Case.

#### 4.3 Superstructure of Michael Brown Case

Superstructure or schematic structure is used to understand the building or the scheme of the text. The schema can be seen from the summary and the whole story of the text. The summary includes the title and the lead of the reports. The whole stories of the news have several categories; headline, lead, main events, previous events, background and verbal reaction. In sum, schema includes the introduction, body and conclusion which support the macrostructure. Each news report has its own scheme.

News report about Michael Brown case	Categories
- The Killing of an Unarmed Teen: What We Know about Brown's Death	- Headline
- Day afterBrown,18	- Lead
- Brown was walkingare hazy	- Main Event 1
- The friendfired at him	- Verbal Reaction 1
- Police paintincident	- Main Event 2
- Police have notinvestigation	- Background 1
- Brown, nicknamedengineer	- Background 2
- He wasyour smile	- Verbal Reaction 2
- The case immediatelyunrest	- Previous Event 1
- But angerinto action	- Verbal Reaction 3
- Sharptonfor Thursday	- Main Event 2
- The St. Louisdeclared	- Main Event 3
- The Fergusondisclosure	- Main Event 4
- Brown's familythis point	- Main Event 5
- I don'tdaylight	- Verbal Reaction 4
- In a pressfor calm	- Main Event 6
- To becomehe was	- Verbal Reaction 5

Table 4.3.1 schematic news 1

The topic of the first news is about the chronological event of Michael Brown shooting and the protesters reaction. It supported by the arrangement of schemata. There were six main events that support the topic of Michael Brown's death. The writer found the information of the case in the headline and lead about the death and rioting. Firstly, the journalist delivered the main event in two versions; from witness or friend of Brown and Police officer. While journalist stating witness confession, she gave verbal reaction of Johnson, in order to strengthen to her report of Michael Brown case rather than official account which is represent indirectly. Elizabeth voiced background information became understandable, the conflict arose because the police officer who shot Brown is white and the victim is black.

The author related this case into the previous event of Trayvon Matin (unarmed black Florida teen) shot to death by George Zimmerman that resulted riots and looting. She also related the shot of women and armed men to the unrest. In main event of 2 to 6 is about the countinue action of Michael Brown case. It included Sharpton, president of National Action Network and Brown's family led a rally, FBI doing separate investigation to look into potential civil rights violation, and Brown family retained Crump to won this case as Trayvon but it was rejected by verbal reaction of Crump. In the last schema, journalist gave verbal reaction of influental person, Sharpton to calm.

News report about Michael Brown case 2	Categories
- Waiting for Grand Jury: What Do We Know About Michael	- Headline

Brown Case	
- It's beenany day	- Lead
- The incidentcivil right	- Main Event 1
- Now officialsmight go	- Main Event 2
- The Prosecutorthe case	- Main Event 3
- A day afterdisclosed	- Previous Event 1
- A reportrobbery suspect	- Previous Event 2
- Still releasedconvenience	- Previous Event 3
- Dispatch callthe shooting	- Previous Event 4
- The call releasedthe case	- Previous Event 5
- In the policeofficer said	- Verbal Reaction 2
- The resultpublic	- Main Event 4
- The privateWednesday	- Verbal Reaction 3
- Badenstory	- Verbal Reaction 4
- The postcar	- Main Event 5
- Wilsonreport	- Background 1
- DorianShooting	- Background 2
- Mc Cullochreported	- Main Event 6
- Mc CullouchSunday	- Main Event 7
- Gov. Jay Nixonindicted	- Verbal Reaction 7
- Missouriofficials	- Verbal Reaction 8
- We allboth sides	- Verbal Reaction 9
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Table 4.3.2 schematic news 2

The topic of second news in Michael Brown case is about Grand Jury decision whether to indict Darren Wilson or not. This topic supported by several categories of schemata where the decision makes protesters did protest and riots. In this news, the decision also supported by several previous events which showed the evidence that police officer should not indicted by Grand Jury. In the previous events, the journalist represent the criminal video and the incident audio from police officer, physical confrontation did by Brown to the police that was proved by the autopsies. Nevertheless, the author merely showed the CCTV capture of Brown Robbery, she did not show the original audio recording when police fired Brown to the public. In spite of the audio recording request was rejected by Ferguson Police, journalist quote direct verbal reaction in the second one from Post-Dispatch under Missouri's Sunshine Law.

Grand Jury considered the decision of Wilson indictment either from background information of Wilson confession or Dorian Johnson as Brown's friend in that incident. It denoted that prosecutor not merely stand in Wilson's side. The last scheme of news report, the author gave three verbal reactions from governor and patrol captain both direct and indirect in sequent way, in order to point peaceful inclination to the decision of Grand Jury and picture positive image of elite people.

News report about Michael Brown case 3	Categories	
- Prosecutor in Michael Brown Case has Deep Family Ties to Police	- Headline	

- The Prosecutorwas 12	- Lead			
- Mc Culloch'sBrown,18	- Main Event 1			
- We don'tdepartment	- Verbal Reaction 1			
- I couldn'tbest thing	- Verbal Reaction 2			
- Grand JurorsWednesday	- Main Event 2			
- Those whocancer	- Background 1			
- Matt Selbyhandled	- Verbal Reaction 3			
- Julie Lawsonboard for	- Background 2			
- He's uniquelyprejudicial	- Verbal Reaction 4			
- But numerousblack men	- Main Event 3			
- State sen. Jamilahhimself	- Main Event 4			
- Missouriaside	- Main Event 5			
- Mc Cullochinvestigation	- Main Event 6			
- Mr. Mc Cullochto do	- Verbal Reaction 7			
- Selbyin him	- Verbal Reaction 8			
- You puthe said	- Verbal Reaction 9			
- The decisioninterest	- Verbal Reaction 10			
- Before1964	- Previous Event 1			
- I couldn'tonce	- Verbal Reaction 11			
- Just monthssurrendering	- Previous Event 2			
- A decade latersafely	- Previous Event 3			
- Protestersdecision	- Verbal Reaction 12			

- Speakingexperience	- Background 3
- You havevictims	- Verbal Reaction 13

Table 4.3.3 schematic news 3

The topic of the third news is about the controversial prosecutor in handling Michael Brown case. That topic supported by the arrangement of schemata. Bob Mc Culloch became controversial because in the left wing or Michael Brown's side, according to the oldest African-American Association, he would influenced his decision by several aspects: his deep family ties to police and the previous event of the dismissal two police officers (white) who shot two suspect in drug bust (black).

In the scheme of the news report, the journalist merely gave one verbal reaction of Michael Brown's side (African American Association). In contrary, the arrangement of verbal reaction from the attorney about the controversial prosecutor delivered very clear and smooth. For instance, when Mc Culloch became the controversial prosecutor because of his injustice decision in handling black people case at that time, the author gave background information of Mc Culloch in a positive way.

She also gave many verbal reactions from the one who has power, which was the Missouri governor: Jay Nixon, Washington University Professor of law: Peter Joy, President of the Missouri Association of Prosecutory Attorney: Matt Selby and Julie Lawson: President and CEO of the St. Louis-based Crime Victim

Advocacy Center. In the end of news report, the journalist gave the verbal reaction of Mc Culloch as prosecutor in Michael Brown case. She imaged the mental cognition of public that any decision made by prosecutor was justice enough to both sides.

### 4.4 Microstructure Analysis of Michael Brown Case

Microstructure level is the smaller part of discourse structure than macro and superstructure. Microstructure was supporting the idea of macro and superstructure level. There are four elements of microstructure which are observed to understand the text; semantic, syntaxes, stylistic and rhetorical device (Alex Sobur, 2006).

## 4.4.1 Semantic Style

Semantic deals with the meaning of the news. The meaning can be seen from the details, background and presupposition. Those elements influence which part of discourse the journalist wants to emphasize.

# Background and details

Background is able to influence the meaning of the news report. The background which was chosen by the journalist will determine the tendency of the news. The topic of the first news of Michael Brown case is about the chronological events of the shot and the riots. Here were the backgrounds that support the topic in the first news of Michael Brown case.

- Brown and Dorian was walking down the street. They were stop by the police when he was going to be shot. Brown was surrender but the bullets hit Brown who collapses into the ground.
- In police account, Brown had physical confrontation with the police, so that he shot him to death.
- On Sunday night the city was overrun by riots and looting.
- Crump and Sharpton urged peaceful protest.

Background of the first news report provided the information of the death of Michael brown and the riots after the incident. From the background the author tries to give insight how Michael brown shot to death by the police. Whether it is by accident or he did on purpose. From the background the author also gave the negative image of protesters, they did disturbance in Ferguson. It will be proved in detail of the news report.

The details is an additional information which able to support the background of the story. The detail talked about the origin race of the actor and victim. Therefore, the protesters show their anger into violence and looting. These are the details in the first news report.

- Witness has said it was a white police; Brown was black.
- NAACP President Cornell William Brook asked resident to "turn your anger into action"
- -You distort the image of who his mother and father told us he was.

The background of the riots was strengthen by the command of NAACP (National of Association for advanced of colored people) to turn their anger into action. The journalist support the idea of riots was lead by their community. The author defined the calm, gentle of white people by giving details such "you distort the image of who his mother and father told us he was". It means, if the protesters did the violence and destroy the city, they seems destroy the image of their ancestors. In Christ, mother and father symbolize God which has gentle, kind and calm characteristics. In second news is about the Grand Jury decision of Darren Wilson (police officer). It was supported by following background.

- Grand jury responsible for deciding whether to indict police officer could deliver its decision any day.
- The prosecutor Bob Mc Culloch pledged to make sure the 12 jurors hear each and every detail relevant to the case.
- Official account: Brown did physical confrontation with an officer.
- Audio and Video: Brown was suspected of stealing a box of cigars and assaulting a clerk.
- Private autopsy, performed by Dr. Michael M. Baden showed that Brown was shot at least six times.
- The governor asks for calm and violence will not be tolerated.

Those background shows that Grand Jury will not indict the police officer.

The author gives much evidence that support the Grand Jury decision. Brown was a robbery of cigars and he also did physical confrontation that the reason of police

to shot Brown to death. The police was fear for his life. The tendency of journalist can be seen in details below.

- Protest of Brown sparked violent with police that could resurface with renewed terror if Grand Jury decides not to indict Wilson.
- Wilson was taken to the hospital with injuries to his face, but the extent of Wilson injuries.
- Wilson asked if he should help search for alleged robbers. It is unclear whether Wilson heard the description of the suspect.
- -Brown could survive all the shots except for the last bullet to the top of his head.
- -St. Louis medical examiners report Brown was hot in the hand at close range and there may have been gun powder in the wound.
- -The turmoil on the street over the past few months has solidified a "better understanding" between the resident and cops, which he hopes, will lead to a "softer approach" from the both sides.

Those details defined that Wilson was not deserved to be indict by Grand Jury. The journalist tends to defend white community, although she showed the autopsies result of Dr. Michael M. Baden stated that was no sign of a physical struggle. She added the contrary result from St. Louis county medical examiner. It denotes that perhaps there were mistake in Dr. Baden autopsy's result. Other details of the protection of Darren from indictment, the journalist gave the audio recording from Post-dispatch under Missouri Sunshine law. In that incident,

Wilson assumed did not know the robbery that was done by Brown according to police account. It is quite clear that Wilson did not shot Brown because of his robbery, it merely to protect himself. Last detail, the journalist image the good nature of the authority.

The third news is about the controversial prosecutor in Michael Brown case.

It was supported by the background below.

- The prosecutor heading the Michael Brown investigation has a perception problem.
- Those who know Mc Culloch personally don't have concern about his role in the case.
- Mound City Bar Association held news conference for calling Mc Culloch to recuse himself

Those background supported by following details

- -Mc Culloch has deep family ties to police; mother, father, uncle and cousin and 14 years ago he did not prosecute two cops who shot and killed two suspects in a drug bust.
- -Matt Selby; he has known Mc Culloch he is witnessed a prosecutor with integrity, experience.
- -State Sen. Jamilah Nasheed started in online petition calling for a special prosecutor to be appointed; he has gained 60.000 signatures.

In details of third news tend to defined the proper prosecutor in handling Michael Brown case. Despite the African American association purposed their disagreement to Bob Mc Culloch, the journalist keep giving the details of Mc Culloch goodness as prosecutor. It was because he had many years experience in handling the case. The evidence of inappropriate Mc Culloch as prosecutor in deciding the police who shot black people in drug bust, they showed the evidence that the police officer were justified because they fear of their safety.

### Presupposition

The other device in microstructure is the use of presupposition. Presupposition is the statement of the journalist that require of imply as and antecedent condition; and effect presuppose a cause (dictionary.com). It supported the meaning of the article. The first news presupposition occurred in the sub headline "St. Louis teen's death sparking riots"

"But anger over the shooting is not just local; On Monday night, the local NAACP hosted a forum attended by hundreds in a Ferguson church, and national NAACP President Cornell William Brooks asked residents to "turn your anger into action".

That riot happened because of no justice in St. Louis. The journalist drew s parallels incident happened in 2012 death of Trayvon Martin in the previous paragraph with sub headline "What's reaction been". The writer supposed that the riots happened because there was no justice in the death of Brown.

In second news presupposition occurred in sub headline "Ferguson anxiously awaits Grand Jury decision"

McCulloch, the prosecutor, has said that if the grand jury does not indict Wilson, he will release transcripts and audio recordings from their proceedings. McCullogh ordered the entire process, which has been underway since late August, to be documented — which is a highly unusual move in Missouri, KSDK reported.

The journalist supposed that Wilson will not indict because of several evidence that show the truth decision from Grand Jury. To make clear the justice decision, journalist gave statement and evidence in the previous paragraph. It can be seen in the sub headline "official account", "Audio and Video", "Autopsies", "Wilson's Account".

The third news report occurred in the large part of news report. The journalist presupposed that the prosecutor will not be changed because of some reasons by stating several arguments from authority. One of the arguments came from Gov. Jay Nixon.

"Missouri Gov. Jay Nixon has said he won't remove McCulloch, although he also pointed out that it would be easy for him make the decision himself to step aside".

"Just months into his first term, he faced a test that attracted national attention: a riot at a Guns N' Roses concert in St. Louis injured 40 concertgoers and 25 police officers. McCulloch decided to charge frontman Axl Rose with misdemeanor assault and property damage, and vowed to chase him around the country on an arrest warrant. Rose ended up surrendering".

The controversial of prosecutor specified in the second paragraph:

"McCulloch's mother, brother, uncle and cousin also worked for the St. Louis police department. Those close family ties to the police — and a bellwether decision 14 years ago not to prosecute two cops who shot and killed two suspects in a drug bust — have raised doubts about his objectivity in deciding whether Ferguson, Missouri, officer Darren Wilson should be prosecuted for the Aug. 9 killing of Brown, 18".

The deep ties to police and history record of the same case as Michael arose the disagreement among blacks. The presupposition was used as respond of the journalist toward the problem during the decision of Grand Jury in Michael Brown case.

Semantics analysis aim to find the meaning of the article. The meaning of the article can be seen from background, details and presupposition. The writer found that journalist would give information based on the interest of majority. The news report implies the decision is justice enough for both sides. They chose Bob Mc Culloch as prosecutor is the proper one based on his record of life as long as being prosecutor.

# 4.4.2 Syntaxes Style

Syntax is gathering words into clause or sentences. The author can manipulate the meaning through syntaxes; sentence form, coherence and pronoun. Therefore, analyzing syntaxes is very important to understand how the author represented Michael Brown case into text.

### Sentence form

The first news report, headline did not determine the actor "The Killing of Unarmed teen... death". The author did not reveal the actor who did the killing in the first sight. In second paragraph the author use passive form such Brown was walking down the street with a friend when he was shot to death by a Ferguson police officer on Saturday afternoon"

The third paragraph, the author use active sentence and direct quotation of the witness, but it was denied by police statement in fourth paragraph. First sentence in the sub headline of "Who was Michael Brown" image the bad side of Michael Brown. He was away from his first day at a technical college. Despite in the following sentences, the author quoted the background of Michael Brown from father and neighbor. The author also use passive sentence in presenting the same case as Michael Brown "The case immediately drew parallels to the 2012 death of Trayvon Martin, the unarmed black Florida teen shot to death by neighborhood watch volunteer George Zimmerman". That case was followed by the riots and looting. "Police firing tear gas and rubber bullets to quell the crowd", the author use active sentence in police activity (overcome the aggression of protesters). The police portrayed as active person in handling the crime thing, protecting their citizens. "County police said a woman was shot in the head in an apparent drive-by-shooting", that sentence is very vague, it is not clear whether the shooting is done by police or not. The author use indirect sentence form.

"A police officer was also involved in the shooting of an allegedly armed man near where civil-rights activist Rev. Al Sharpton spoke, NBC station KSDK reported. It was not immediately clear if either incident was related to the unrest".

Even though the police formed in active sentence of shooting, they are related to the unrest. It also showed the vagueness.

Direct quotation sentences shown in the next paragraph "turn your anger into action". It such an emphasize quotation for protester to act intolerantly. The

quoted phrase in "national moment of silence" showed that the author want to emphasize the peaceful protest.

"Sharpton, president of the National Action Network and an msnbc host, traveled to Ferguson on Tuesday to meet with Brown's family and led a rally at the evening protest".

The journalist did not give the result of the rally instead of giving opposition from media twitter, the hastag "#TheyGunnedMeDown". Then, the journalist used present passive progressive to define the important of campaign but it have not done yet. In last paragraph "In a press conference Tuesday, Crump and Sharpton urged peaceful protests, saying Brown's family had called for calm". The idea of Crump and Sharpton is written first then following by Brown's family request for peaceful protest. It indicated that idea come first from white people.

The second news was similar of the first. The use of passive indicated no intention to do the killing. In fourth paragraph, "the 12 jurors — seven men and five women — hear each and every detail relevant to the case", the journalist did not mention from what race they are. The jurors become the main decision on Michael Brown case. Another articles mentioned the specified race of them, the 12 jurors are three of them are blacks and nine of them are white. The author hide race of jurors in order to avoid the racial prejudices in Grand Jury for Darren Wilson. In the criminal activity, Brown was made in active sentence "that Brown was suspected of stealing a box of cigars and assaulting a clerk". The journalist also described the physical appearance of the clerk. It denoted that clerk cannot

prevent the attack of Brown that twice bigger than clerk. It also the reason that Wilson shot Brown, he fear of his life.

In Post-Dispatch statement, "Brown was shot in the hand" there was no actor (again). By giving the result autopsies of Post-dispatch, journalist in the next sentence such "Experts not related to the case told the Post-Dispatch that the report lines up with Wilson's testimony of a physical struggle in the car", expert may have not related the result into the physical struggle but the journalist tried to related the close range of shot and the physical struggle implicitly. "Brown reached for his gun during a scuffle in his car", "Wilson said that Brown scratched and punched him repeatedly", the journalist formed in active sentence for doing bad things and she made the sentence indirect, that means she contend the idea of Wilson through her language.

"Missouri State Highway Patrol Capt. Ron Johnson, who was called to take control over security in Ferguson in August, said Friday that he expects protesters and police in Ferguson will be able to honor requests for calm from Brown's family and from officials".

Capt. Ron Johnson placed in the first clause or active sentence to promote the peaceful protest. The journalist did not write the direct request from Brown's family. It seems like the idea of world peace come from Capt. Ron Johnson, the one who had power.

"Prosecutor in Michael Brown Case Has Deep Family Ties to Police", headline in the third news place prosecutor in the first place. It means without read the whole reports, the reader would easily know that the news is about the prosecutor itself. Again, the journalist did not mention the killing's actor "the shooting death of the unarmed teen".

"McCulloch's mother, brother, uncle and cousin also worked for the St. Louis police department. Those close family ties to the police — and a bellwether decision 14 years ago not to prosecute two cops who shot and killed two suspects in a drug bust — have raised doubts about his objectivity in deciding whether Ferguson, Missouri, officer Darren Wilson should be prosecuted for the Aug. 9 killing of Brown, 18"

The use of should implied that prosecutor has responsibility for duty that very important to do. Nevertheless, this responsibility is doubted by African American association. The one who has responsibility is Mc Culloch himself, no one can replace him. It supported by Gov, Jay Nixon's statement. There were many direct sentences of authority person like it has already discussed in schemata analysis. It indicated that journalist tend to show protection to Bob Mc Culloch as prosecutor in Michael Brown case. In contrary, journalist once mentioned the disagreement of African American association indirectly.

### Coherence

Every text consists of sentence sequences that express sequence of proposition. The propositions of such sequences are related among each other. They are coherence between previous and next sentences. That must be coherent in meaning also. The use of conjunction denoted how author or journalist shape mental model of their society. The functions of explanation, generalization, specification, example, and contrast of 'but' show the contrary of previous proposition. For instance, in the first news

"Brown was walking down the street with a friend when he was shot to death by a Ferguson police officer on Saturday afternoon, all parties acknowledge, **but** the facts surrounding his killing are hazy".

The use of but in that sentence defined the contrary statement about the fact of Michael Brown's killing is truly happened on purpose or not. It seems with the use of 'despite', in the next paragraph, journalist used 'despite' to oppose the first sentence "Police have not identified the name or race of the officer in the shooting, despite protesters' calls for his identity to be made public". It denoted that police did not want to confuse or make bigger the rioting by mentioning the race of the actor. It formed in the first clause then following the contrary sentences that show bad presentation of protesters.

The contrary meaning found in the second news,

"A report released by police a week after the shooting revealed that Brown was suspected of stealing a box of cigars and assaulting a clerk minutes before he was shot to death. **But** Ferguson Police Chief Thomas Jackson later said that Wilson had no idea that Brown was a suspect in the robbery, and that Brown and a friend were stopped simply "because they were walking down the middle of the street blocking traffic".

The use of 'but' indicate that the police officer did not shot Michael Brown because of his robbery instead of Brown and his friend were walking down the middle of street blocking traffic. It indicated that Wilson truly did not punish Brown without official proof of the court. In the next paragraph explained that Brown tried to grab police gun and did physical confrontation. That was the reason of shooting. The contrary statement also revealed in Dr. Baden and St. Louis Medical examiner for autopsies results of Michael Brown.

In third news, the use of 'but' denoted that there were many of local leader who against Mc Culloch "But numerous local leaders have teamed up against McCulloch", it was normal for people who had 23 years experience in prosecuting had people who pro and contra. The last direct quotation of Mc Culloch "You don't forget or act like they never happened, but you try to understand them" assumed that must be notable attitude of the protesters to perceive the death of Michael Brown. They might not forget the act of killing but the wise attitude they must done was tried to understand it.

Generalization occurred in Michael Brown's news report. Generalization is defined as a broad statement or an idea that applies to a group of people or things. Oftentimes, generalization are not entirely true, because there may be examples of individuals or situations wherein the generalization does not apply (example.yourdictionary.com/example-of-generalization). The generalization of peaceful protest was being the dominant broad statement or an idea in Michael Brown's news report. They (elite people) always asked the protester for calm and understand the situation and decision of Grand Jury. The authority might felt that decision was justice enough for both sides but it was not. The protesters have a reason to demonstrate against the decision because they felt injustice among them. They can creates world peace in Ferguson if the police was prosecuted. Even though Mc Culloch released the documents of investigation that supported the freedom of police officer, it cannot be satisfied the black people in Ferguson.

Specification occurred several times in Michael Brown's news report, specification is a detailed description of work to be done or materials to be used in a project: an instruction that says exactly how to do or make something. For instance, in the first news "police paint a less peaceful account of the moments leading up to the shooting. They say a fight broke out after the officer asked the two moves to the side, and say the officer's gun went off inside the patrol car". In which the second sentence/proposition is related to the first through the function of a specification. In other words, such meaning coherence that (partly) defines the unity of text and talk is based on our knowledge of the structures of the world: Police would not show the peaceful attitude to the Michael Brown if he did physical confrontation with the police to protect himself and Brown also tried to grab his gun. The police would free from indictment if they have logic reason to use their gun such in the previous case of two cops who shot black in drug bust.

#### Pronoun

Pronoun was represented in Michael Brown news report used to refer the people itself, people as members of community and has its implicit meaning on it. The writer found several pronoun 'we' to refers people that belong to nationality, members of community, pronoun that has ideological implication in it. It also depended on who the one that used pronoun in discourse. For instance, Capt. Ron Johnson used pronoun in giving verbal reaction of Grand Jury decision to the students at one of six high schools, 'we' and 'our' to refer all people; he himself and his interlocutors. This effort has a function to calm African-American sides.

William Lacy Clay, D-St. Louis also used the pronoun 'we' to express his opinion about Grand Jury decision of Michael Brown case "we don't have any confidence in the St. Louis County prosecuting attorney's office". He expressed his opinion used the pronoun 'we' as member of community. That opinion belongs to his community, not him. Then, Matt Selby, the president of the Missouri Association of Prosecuting Attorney and Peter joy, a Washington University professor of law referred the pronoun 'you' to the African American association when AA association proposed special prosecutor from their sides in handling Michael Brown case.

# 4.4.3 Stylistic Style

Stylistic used lexical choice in presenting news report of Michael Brown case. How the author represents Michael Brown, riots, the police and the prosecutors in text media. For instance, the journalist used protesters for the one who do riots and violence rather than demonstrators. The lexical choice of Michael Brown and other teen in shooting is black rather than African American people. She called the city as 'predominantly black city' so. The author often used nominalization to the action of shooting. In the headline of first news "The killing of unarmed teen" indicated that the incident happened accidently or without any purpose. It is because nominalization change the action became the concept.

In second news, the riots always connected with the condition of violent standoff with police, looting and vandalism. When Brown did stealing cigars in store, the author used the term 'black male' and 'robbers'. The journalist preferred to use the word 'robber' to emphasize that Brown did stealing by using physical

force or fear (http:blogs.findlaw.com/2015/01/what-the-differences-burglar-robber-thieves). In Wilson account, the journalist used 'scuffle' rather than fight. Scuffle means a short or sudden fight or struggle in confused way at close quarters. In contrary, the word 'fight' is general, it can be fight in argument, war, battle, contest, etc (dictionary.cambridge.org). The word 'fatally' in sentence "before he fatally shot the teen outside of the vehicle" means he did not shot on purpose. Then, the journalist presented the prosecutor as the one who has integrity, dedicated to victim services and 23 years and broad range experienced through the direct quotation of authority people.

Through lexicalization, the author tried to emphasize and make clear what was actually happened, what kind of fight, the condition of riots, the truth justice and the proper prosecutor in handling Michael Brown case. Lexical choice helped the author build mental model to the reader as she wish. It also mirror the way journalist think about such case, people and condition. minorities allegedly engaging in crime, riots, or drug trafficking may routinely be described in negative terms, there are some limits to the overt forms of lexical derogation in contemporary public discourse (Van Dijk, 1991).

# 4.4.4 Rhetoric Style

Rhetoric is art of good writing or speaking. The writer limited a rhetorical analysis to specific rhetorical operation, such as well-known figures of style. The use of rhetoric is signed by hyperbole, alliteration, metaphor, repetition, rhyme and metonymies. In textual analysis, the author can express the things that would

be stressed to the public, usually they shows in form of graphic, pictures, raster or table to support or hidden another part to be shown.

Rhetoric Style				
Hyperbole	Alliteration	Metaphor	Parallelism	Rhyme
-Raising	- He insisted	-I don't want	-the incident	-but the bullet
tension in the	that his	to sugar coat	on the	hit Brown,
small,	father's	it, Crump said	afternoon of	who collapsed
predominantly	killing, which	-don't be so	Aug.9 sparked	onto the
black city and	was	angry that you	outrage, riots	ground.
prompting	prominently	distort the	and protest in	- Wilson said
outrage.	featured in his	image of who	and around	that Brown
	first campaign	his mother	the St. Louis	scratched and
- In Ferguson,	ads, was an	and father told	Suburb	punched him
tensions	"incredibly	us he was.	- Now	repeatedly.
boiled over:	irrelevant	-which	officials,	- you suffer
On Sunday	facet" to his	includes what	business	through <b>them</b>
night, the city	decision.	sounds like a	owners and	and deal with
was overrun		volley of six	residents in	them but
by riots and		shots, a brief	Missouri are	you try to
looting. About		pause	worried that	understand
three dozen			protests over	them.
people were			Brown's death	
arrested, and			— which	· ·
one .			sparked	F
convenience			violent	
store was			standoffs with	
burned almost			police, looting	
to the ground.			and vandalism	
Protesters			in the	
chanted "Kill			immediate	
the police!"			aftermath.	
and "No				
justice, no				
peace."				

The journalist often used hyperbole to portrayed riots which is done by people who protest in Michael Brown shooting. Their tension was boiled. It means that their tension was the high level of anger or 100 degree of boiled water. That riot also parallel with the action of violence and vandalism. The journalist

also used same rhyme to show Brown's physical confrontation with Wilson. He punched and scratched Wilson repeatedly.

Other rhetoric elements are graphic, picture and quotation mark. In the news report of Michael Brown case, the journalist tended to use picture to give insight of visual side of condition, people and implicit idea. In the first news, the author give picture of people who take a picture in the sign post which is written 'beware killer cop on the loose. Watch out'. Then in the sub headline of 'what happened' there was a picture of Michael Brown. The journalist gave visual insight that Brown was big-black teen.

In second news, the journalist put image in the headline, that image was about the protesters activity. In the sub headline of video and audio, the journalist gave visual insight of Brown Criminality. Brown not merely stole the cigarette, but he did assaulting to the clerk. The journalist gave the description of Brown and clerk physical appearance and supported its description by capturing the surveillance video. The journalist strengthens the truth decision of Wilson by giving the visual image of Brown's Autopsies. In that picture the shot was on his hand, arm, shoulder, chest, eye and head. It supported the result from Post-Dispatch said that Brown did physical confrontation with Wilson, so the police shot his hand at close range.

The third news was about the controversial prosecutor as reflected in the picture of Headline. There was St. Louis County Prosecuting Attorney Robert P. McCulloch speaks at a news conference in April. Then, the author made two

direct quotation from Mc Culloch and Matt Selby in different form; bigger and attracting font. Those two direct verbal reactions are "I couldn't become a policeman, so being county prosecutor is the next best thing" and "I can't think of a better prosecutor to be in a position to handle this case the way it should be handled" (see appendix 3). The journalist wanted to emphasize that Bob Mc Culloch is the best one. Despite Bob cannot be a police man because of his leg, he wanted to uphold the justice by being prosecutor.

Quotation marks used in several words or sentence that journalist wanted to emphasize and that was very important to build the paradigm among readers. For instance, the journalist quoted sentences such "turn your anger into action" which was said by NAACP, "national moment of silence" is the name of campaign held by the authority people, "better understanding" and "self approach" was the phrase said by Capt. Ron Johnson, "bums" was a epithet for black people in drug bust case and "incredible irrelevant facet" given to emphasize that the decision has no relation to his father's killing.

### 4.5 Interpretation

# 4.5.1 Meaning and Ideology

After the writer knew the global meaning of discourse through the analysis of macro and super structure of discourse, now the writer turned to understand the local or micro meaning of discourse. In semantic analysis, the writer found the meaning of background, details and presupposition of journalist. Thus, the writer

would enlarge the understanding by uncovering different aspect of meaning. Those are presupposition, implication, inferences, concealment, euphemisms, disclaiming denials, blaming victim and negativization.

Three news reports of Michael Brown case brought different issues. In the presupposition analysis above, the journalist tried to give image of black people in riots, justice decision from Grand Jury and proper prosecutor in handling Michael Brown Case. From the first news, the death of Michael Brown happened because of fight broke among them. Then the riots happened because there were no justice in deciding indictment for Darren Wilson, the police officer; because Brown was black and Wilson was white. Then in second news, the journalist presupposed that the decision for not indicted Wilson is justice enough for both sides in spite of Grand Jury have not released the announcement yet. Another issues is the controversial prosecutor from African American association's side. The journalist presupposed that Bob Mc Culloch was the proper prosecutor for Michael Brown case.

The word and sentence that journalist used implied its meaning. In syntaxes style, the journalist often use nominalization suh "the killing of unarmed", "the shooting of...", it implies the hiding actor involved and to show that incident happened accidentally. Then in stylistic analysis, the journalist used particular lexical choice to represent the people, action and condition. For instance, the use of 'black' rather than 'African-American' naming someone implies that person is criminal person and has bad attitude. The use of 'robber'

than 'thief' implies that Brown was not merely did stealing but assaulting the clerk so.

Implicitness and indirectness may also take the form of vagueness.

"County police said a woman was shot in the head in an apparent drive-by-shooting. A police officer was also involved in the shooting of an allegedly armed man near where civil-rights activist Rev. Al Sharpton spoke, NBC station KSDK reported. It was not immediately clear if either incident was related to the unrest".

That seems vague, who was the actor that responsible to the shooting of woman. Journalist also related the shooting to the unrest. It implied the real responsible people were the protesters. Then, the description of Michael Brown's body actually is not relevant with the case, but it's been important for journalist to write. It is because the information of physical appearance of Michael Brown denoted the powerlessness of the clerk or anybody to prevent Brown's attack; he was big tall, also supported by the capture of surveillance video. It implied that the shooting cannot be avoid because the police officer was punched and scratched repeatedly.

Denial racism often used to show positive self presentation and negative other presentation. It has function to say something negative about others without running the risk of being categorized as racist (Van Dijk, 1991). It denoted by the use of 'but'. Nevertheless, journalist also used reversal to denied her racial prejudice such "Now officials, business owners and residents in Missouri are worried that protests over Brown's death — which sparked violent standoffs with police, looting and vandalism in the immediate aftermath", when blame is being

shifted to the opponent. Official, business owner and resident was fear of his life. It is because the racial conflict became worst. The protesters did violence and looting in their town. The journalist tried to reserve the shooting of Michael Brown to the riots that has worst impact to the people pr town.

If blame can be denied, the best strategy is to mitigate or excuse the negative action as in "Wilson has told investigators he feared for his life, and Brown reached for his gun during a scuffle in his car before he fatally shot the teen outside of the vehicle, according to a report in The New York Times last month". Wilson would not shot to death if Brown did not fight and did physical confrontation with Wilson. The journalist blamed the black people and protesters for creating the conflict among Ferguson. When journalist use the phrase such "predominantly black city" to portray the huge amount of black people in Ferguson, it portrayed as rude, gangster, criminal, riots and they deserved to get such treatment.

"McCullough has also promised school districts in and around Ferguson that they would be notified 24 hours in advance of a grand jury decision if it is announced on a weekend and given three hours advanced notice if the decision comes on a weekday. The school districts have requested that the announcement be made after 5 p.m. if the decision comes on a weekday and specified that a collective 20,000 students would be least affected if the prosecutor's office released the decision on a Sunday".

The journalist also gave the discourse of student involvement in Michael Brown case. It denoted that this conflict teach them about racial conflict happened in Ferguson. They are not supposed to involve in that conflict. They obligated to learn science, mathematics, physic and other knowledge rather than racial conflict.

Their parents must responsible for the involvement. Euphemism was shown in the confession of authority people for asking calm and peaceful protest. It described the positive image of white or authority people or right wing press.

Negativization was not merely imaged in protesters but also Michael Brown. Implicitly, the journalist gave insight that Brown is a lazy student "Brown, nicknamed "Big Mike" by friends, was two days away from his first day at a technical college... The teen had just graduated from high school on Aug. 1, using the summer to finish the last credits he needed". If he was diligent and smart enough, he would not use his summer to finish his last credit instead of enjoying holiday in beach.

Semantic analysis in Michael Brown case allowed the writer to examine how journalist described people, action and events in race relation. There were many ways to know the meaning of discourse. That was already explained above. This analysis has a function to understand the underlying meaning or opinions used to persuade readers to the point of view of the journalist.

# Ideology

Two journalists in NBC News mass media are white people. Three discourses they created have ideological construction in it. They used text media to maintain their ideology; white community's ideology from their opponent, that is African American association. African American association has a control of protesters to attack white community through their words "turn your anger into

action" (cited from first news). They also indoctrinate student to hate white community. It made Ferguson in worst condition.

The second one is ideology of black people as citizen's trash. As in the first news, the impact of Michael Brown death felt by official, business owner and the resident. Therefore, through this news report, white community and mass media tried to maintain their ideology by giving negative portrayal of black people. They are criminal; oppose the law, aggressive, rude, gangster, bums etc. Then they portrayed them self as positive one, peace keeper, became the victim of black. If they did criminal because of their unemployment, it is totally not because of company which not hire them. It is because of their fault, they are not qualified to be interviewed in some companies. For instance, the journalist wrote about the leaving Michael Brown from technical college. It showed that Brown was a lazy student. He doesn't have courage to develop his passion to be engineering.

Then they gave insight to the readers that black people as land's usurper from white people. Because of riots and looting over St. Louis, many whites move to another town in Ferguson. They were afraid of their property value in St. Louis. Nobody will interest to buy their property in Ferguson because of black people.

Politically, the ideology of white people authority must be maintained. They do not want any of African American delegation take control of the Attorney or Darren Wilson indictment. It proved by the good image of Bob Mc Culloch as prosecutor and ignoring the purpose of replacement from African American Association.

#### 4.5.2 Social Context

Despite the fact that St. Louis, Ferguson is predominantly black people, there are not placed in important position of social classes. It is because the one who have authority or take control of the society is the one who had power; white people. The Missouri governor: Jay Nixon, Washington University Professor of law: Peter Joy, President of the Missouri Association of Prosecutory Attorney: Matt Selby and Julie Lawson: President and CEO of the St. Louis-based Crime Victim Advocacy Center are the people who can take control of society.

According to the report of Seth Free Wessler, he is one of journalists in NBC news digital, the majority of authority people are white. For instance, only three of the more than 50 police officers are black. Yet, some white city leaders and residents say that if only blacks in Ferguson voted, volunteered for city committees and broad, and applied for jobs at the police department, they'd run the city. "The reason that in the African American community there's less power is that they're not registering to vote," Fletcher said. "You look at the programs we have, looked at farmers market, it's all white". Fletcher added that police department simply can't find qualified black applicants (Wessler, 2014).

White community is superior that black community in Ferguson. If the problem is about race, it talked about people, nation and nationality. It initially shared the negative semantic load of the latter, denoting a human aggregate marked by heathenish, unsavory, unrefined, and undesirable qualities (Joshua A. Fishman, 1998). White people have prejudices of black people in Ferguson that

they have lower quality, which was the reason they cannot has position in Attorney. Recently, Mr. Barrack Obama, the president of U.S replaces Mr. Eric Holder to Loretta Lynch (she is African-American) for being the Attorney General. He hopes that replacement can make better condition in Ferguson. He confident for Ms. Lynch, she will receive very fair, but thorough, vetting by judiciary committee. She regards as criminal justice, law enforcement and civil right readers leaders (www.washingtonpost.com). Nevertheless, some mass media said that Ms. Lynch same as Eric Holder, House Republican sent the letter to Obama, asking him to block Ms. Lynch as nominee.