

**A CRITICAL DISCOURSE ANALYSIS OF RACISM IN NBC NEWS  
ONLINE MASS MEDIA OF MICHAEL BROWN'S CASE IN FERGUSON,  
MISSOURI**

**A THESIS**

**Submitted as Partial Fulfillment of the Requirements for the Sarjana Degree of  
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Sunan Ampel Surabaya**



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By: BSI	ASAL RUMAH TANGGAL

**Dessy Safitri**

**Reg. Number: A33211093**

**ENGLISH DEPARTMENT  
FACULTY OF ARTS AND HUMANITIES  
STATE ISLAMIC UNIVERSITY (UIN) SUNAN AMPEL**

**SURABAYA**

**2015**

## DECLARATION

The undersigned:

Name : Dessy Safitri

NIM : A33211093

Study : English Linguistics

Faculty: Arts and Humanities

This thesis contains materials which have been accepted for the award of Sarjana degree of English Department Faculty of Arts and Humanities UIN Sunan Ampel Surabaya. In order to the best of my knowledge and belief, it contains no materials previously published or written by other person except where due reference is made in the text of the thesis.

Surabaya, 15 June 2015



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Dessy Safitri

Nim. A33211093

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Approved to be examined

Surabaya, 15 June 2015

Thesis Advisor,

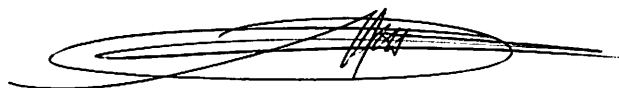


**Dr. H. A. Dzo'ul Milal, M.Pd**

**NIP. 197604122011012003**

Acknowledged by:

Head of English Department



**Dr. Mohammad Kurjum, M.Ag**

**NIP. 196909251994031002**

THESIS EXAMINER APPROVAL PAGE

This thesis has been approved and accepted by the board of examiners, English Department, Faculty of Arts and Humanities, State Islamic University Sunan Ampel on June 15, 2015.



Dean of Faculty

Dr. Imam Ghazali, MA

NIP. 196002121990031002

Head of examiners

Dr. H. A. Iqo'ul Milal, M.Pd

NIP. 197604122011012003

Secretary

M. Thoriqussud, M.Pd

NIP. 198011182009121002

Examiner 1

Dr. Mohammad Kurjum, M.Ag

NIP. 196909251994031002

Examiner 2

Murni Fidiyanti, MA

NIP. 198305302011012011

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Advisor: Dr. H. Dzo ul Mihal, M.Pd

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## ABSTRACT

Ferguson, Missouri is one of countries in America that prove the existence of racism. One of the incidents that arouse the anger of protesters was the death of Michael Brown in St.Louis. He shot to death by the white police officer, Darren Wilson (white) and Brown (black) was unarmed. This racial act was reproduced, legitimated into text media. Only the powered institution or person can reproduced the racial act above. Therefore, Critical Discourse Analysis proposed by Van Dijk became the appropriate tools to analyze the discourse produced by journalist. The writer chose three news reports of Michael Brown Case. It was taken from online mass media, NBC News digital. The way critical discourse analysis want to know what structures and ideological implication of text play a role in these modes of reproduction and social context. It leads the analysis of three level of discourse: macrostructure, superstructure and microstructure.

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. Socially, white is superior and black is inferior.



## CHAPTER I

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### 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](http://dikompas.blogspot.in/2013/01/Amandement.html)). Unfortunately, white people still hold racial prejudices. Racism has never gone, it just merely

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hiding in the institutional policy. There were many other races that has difficulty to look for job, houses, and education. Furthermore practice of lynching in the middle of 21<sup>th</sup> 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', 'ethno-pluralist', '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

digilib.uinsa.ac.id 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). digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id

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 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).

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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 digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id 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 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 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

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- 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.

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## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Theoretical Framework

The shot of Michael Brown in Ferguson showed the inequality and power abuse of the white police in society and it is legitimated by the news report. Therefore, Critical Discourse Analysis being the appropriate tool to analyze news that legitimated the act of racism. It is because Critical Discourse Analysis proposed by Teun. A van Dijk use social cognition (how do the author recognize the society and represent it into the text). It can reveal the ideological implication of the author to reproduce the act of racism through online mass media. As Drs. Alex Sobur, M.Si said that we can understand the implicit meaning through the structure of discourse; macrostructure, superstructure and microstructure.

##### 2.1.1 Critical Discourse Analysis

Firstly, before the writer go into Critical discourse analysis (CDA), the writer must acknowledge Discourse Analysis. What are the differences between DA and CDA? To answer his question, Brian Paltridge gives insight about Discourse Analysis. It focuses on knowledge about language beyond the word, clause, phrase and sentence that is needed for successful communication. It looks a pattern of language across text and considers the relationship between language and the social and cultural context in which it is used. Discourse Analysis also considers the ways that the use of language presents different views of the world

and different understanding. It examines how the use of language has upon social identities and relations. It also considers how views of the world and identities, digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id are constructed through the use of discourse. Discourse Analysis examines both spoken and written texts (Brian Paltridge, 2006). Therefore, it can make different from CDA, because 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, 1997)

CDA has characteristics as social practices, influential ideologies , prevailing social problem means chooses the perspective of those who suffer most and critically analysis those in power, intertextuality means one text bear traces of series of preceding text, thus reinforcing historical presupposition (Lia Litosseliti, digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id 2010). Reproduction of social inequality whether it is happen to the case for men over the woman, white over the black was produced by a group or institution that has a power. Critical discourse analysts want to know what structures and ideological implication of text play a role in these modes of reproduction. The reproduction of dominance and inequality, we need to examine in detail the role of social representations in the minds of social actors. Power involves *control*, namely by (members of) one group over (those of) other groups. Such control may pertain to *action* and *cognition*: that is, a powerful group may limit the freedom of action of others, but also influence their minds. Besides the elementary

recourse to force to directly control action (as in police violence against demonstrators, or male violence against women)

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### 2.1.1.1 Social Cognition

Many social psychologist use the term 'social cognition' to refer to the mental processing of information about the social world. In this case, the social refers to the people that are concern to the psychological mechanism which enable isolated individual subject to perceive themselves and other people in particular ways in particular circumstances. For instance, the concern is the way in which perception and description of the social world are done by people as members of particular cultures or groups. This social cognition as individual information processing is often concerned to uncover mental biases in our discourse comprehension and production, which, once identified, can be fixed or skirted.

The term social cognition refers to apply a basic rule of cognitive psychology to the 'cognition' – the perception and understanding – of human being. It applies to inform about people, to individual's knowledge and judgments about themselves and others, and to the guidance of their social behavior. Mentalist position would say that since human discourse – the production and understanding of language above the level of the sentence- is a matter of sense-making, then it is mediated by mental processes. Discourse processes underlie any sense-making: information selection, handling and judgment, the decision process that guides the action that follow (Van Dijk, 1997)

Therefore, I use socio-cognition approach to know how the authors perceive, understand and reproduce the social world of blacks through his writing on the article. It is based on his knowledge, education, power and status, and experience about the social condition. The production text and talk, more specifically, we need to know how specific discourse structures determine specific mental processes, or facilitate the formation of specific social representations. (Van Dijk,1997)

In Van Dijk approach, he combines three dimensions of discourse: text, social cognition, and social context. How the structures of the text are used to give tendency to the particular themes, are analyzed in the dimension of the text. In the dimension of social cognition, how the text of news is produced which involves the individual cognition of the reporter. For the next level, socio context focuses on how the building of discourse about a problem which is developed in the society. Van Dijk divided three level of discourse structure; macrostructure, superstructure and microstructure. Macro structure is regarded as the global meaning which can be observed from the topic/ theme of the text. Microstructure is the text meaning which can be observed through the selection of words, sentences and style which are applied in a text. While superstructure is schematic structure which represents the way part of the text is arranged, so that creates coherent meaning (Alex Sobur, 2006).

The elements of the text can be more understood from the table below (Alex Sobur, 2006;74)



<b>Text Structure</b>	<b>Things which are observed</b>	<b>Elements</b>
<b>Macrostructure</b>	<b>Thematic</b>	Topic
<b>Superstructure</b>	<b>Schematic</b>	Scheme
<b>Microstructure</b>	<b>Semantic Style</b> Meaning which want to be insisted from the text	Background, details, meaning, presupposition, nominalization
	<b>Syntaxes Style</b> How the form and organization of the sentence is formed	Sentence form, coherence, pronoun
	<b>Stylistic Style</b> How the diction is used in news article	Lexicon
	<b>Rhetoric Style</b> How and in what way the tendency is done	Graphic, Metaphor, expression

### 2.1.1.2 Discourse Structure

The theory and practice of critical discourse analysis focus on the structures of text and talk. Discursive (re)production of power results from social cognitions of the powerful, whereas the situated discourse structures result in

social cognitions. Therefore, the writer analyse the three level of discourse structure, those are macrostructure, superstructure and micro structure.

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 2.1.1.2.1 Thematic

Terminology, theme is “something that has been described” or something has been placed”. Theme derived from Greek *tithenai* means “placed” or “located”. Theme is often related with topic. It derived from Greek *topoi* means placed. Aristotle asserts that to prove something, we have to define and limit *topoi* or place where the incident happens. In that limitation, the author must find; human, interaction and the facts that related to the incident, whereas modern authors must find the topic first before they wants to convey something.

Most of the information in discourse has a big role to shape social cognition. Topic shows the most important information that want to be conveyed by the communicators. In particular events, the author of the text can manipulate the reader’s interpretation. For instance, the publishing of “Memorandum 1” DPR that was about Pansus’s report, it was defined as “the desire to topple the president” (Alex Sobur, 2006)

Van Dijk define topic as macrostructure of discourse. From the topic we can know the problem and what can of decision that was taken by the communicators. Attitude, decision and opinion can be observed to the macrostructures of discourse. Macrostructure can give insight what must be done to overcome the problem. Topic is supported by subtopic. Every subtopic can support, strengthen, and shape the main topic. Explicit cognition of the communicator can be observed through the topic of the news. That is why; all of

the elements in the news refer to the topic of the news. For instance, Van Dijk in his study of the role of the press analyzed the headline about ethnic affair in British Press. In the right wings press, the definition is seldom positive, occasionally neutral and often negative. Mostly it was about ‘riot’ and urban disturbances, but mostly about crime of irrational “rampaging mob” that was consisting of black youth (Van Dijk, 1991).

#### 2.1.1.2.2 Schemata

Schematic is one of journalist strategies to support particular topic by arranging some parts in particular way (Alex Sobur, 2006). They determine what content typically come first, second or last in a text. Schema or superstructures consist of several categories; headline, lead, main events, previous events, background and verbal reaction. Headline and lead is the first step that makes the author thinking hardly to attract the readers. It means that how this first word can make the reader acknowledge the events. Analyzing the schema of the news can reveal the ideological implication of the news report. We can understand what schema category that comes first and succeed to influence the reader about the events. For example, in Honeyford affair, the major part of the news is the Main events. Then the context was understandable Honeyford suspended (previous events) and the current events (protest of parents and children) is mention very briefly. The interesting point of organizing the content is verbal reaction category. The author image Honeyford as a calm person (unperturbed) to the protester but negative image of protesters (noisy). Furthermore, the news maker gave more verbal reaction of Honeyford and the supporters of him rather than the

demonstrators (Van Dijk, 1991). The author of the news focus on what people say about such event, because this is kind of news information they are able to control, by asking question, interviewing news actor, reading other information or summarizing reports in other media. Such information allows them safely to voice interpretations and opinions about the events, without the need to venture necessarily subjective and possibly controversial personal evaluation.

#### 2.1.1.2.3 Stylistic style

Stylistic is the particular way of the author or speaker to convey their intention by using language as their tool. Stylistic include lexical choice, sentence form, figure of speech, rhyme that is used by author or speaker, usually used in literature. According to Sujiman, lexical choice is not merely exist in word, but also can be phrase or utterance to name a subject, object or situation (Alex Sobur, 2006). In ethnical news report, the press tends to use lexicon to show positive self presentation and negative other presentation. It can influence the meaning of lexical choice that is used by the author. Stylistic has relation with the rhetoric, the author or speaker use language in particular style (metaphor, alliteration) will be explained in the next discussion, it has the same function as persuading and informing the reader in persuasive way. In British press the use of 'thug' was used rather than 'demonstrator' to express the author opinion. The identification of participants also varied between the newspapers. Some newspapers in British use the words 'black', 'west Indian', 'Asian' to refer people from their ancestors. In Telegraph, west Indian written as 'black Englishmen' he won Olympic medals at games. Nevertheless, the author of news report describe west Indian as snoopers,

black militant, black, noisy mob in the riots and protest activities (Van Dijk, 1991).

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#### 2.1.1.2.4 Rhetorical Style

Rhetoric is one of way to persuade and strengthen the particular information that wants to be shown to the reader or hearer by using language style. The use of rhetoric is signed by hyperbole, alliteration, metaphor, repetition, irony 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. The author is not merely conveying the main information, but it shows the metaphor to ornate the text. It used to be the main thought to support the particular idea to the public (Alex Sobur, 2006).

British press use alliteration in the headline such ‘BOMBS, BULLETS, BLOOD IN BARRICADED IN BRITAIN (Mail, 27 December)’ showed the aggression or negative act of immigrant of minority. It has the function to emphasize the evaluation of headline. Hyperbole ‘Militant youths who masterminded the Tottenham riots planned the mass murder of policemen in a blazing underground trap (Mail, 12 January)’ used to dramatize the negative events and action of blacks (Van Dijk, 1991). The metaphor in the Britain discourse used illness related concept such ‘a nation state can be healthy or fall ill’ signaled that the nation must get therapy or get fast handling if the nation don’t want to get any worse condition or ill (Andreas Musolff, 2012).

#### 2.1.1.2.5 Syntaxes style

This strategy is showing positive self presentation and negatives other presentation. Syntaxes can be used to politic manipulation by using sentence form; the use of active and passive sentence, coherence and pronoun (us vs. them). Etymologically, (sun = with + tatein = placed). Therefore, syntaxes are gathering words into clause or sentences. The use of coherence makes the reader can understand the fact, idea and situation that is conveyed by the author. Coherence can be in form of specification, generalization, illustration or contrast with respect to previous proposition. Conjunction such 'and', 'but', 'nevertheless', 'therefore', 'instead of', 'because', and 'thus' resulted contrary meaning of the proposition (Alex Sobur, 2006). For instance, the use of conjunction 'therefore, the government persuaded employers to hire more minorities' can be implied that Immigrant have a less job opportunities (Van Dijk,1991).

Nominalization has same suggestion as generalization. How the author of the news place an object as individual or part of community (Alex Sobur, 2006) the use of nominalization 'the shooting of black woman' shows that there were abstract actor (police), who did the shot and it implicate the kind of accident during the riots (Van Dijk,1991). Then, Sentence form is used to show how the author places somebody to be the subject or object of the statement; the use of active and passive sentence. Another element is pronoun; used to manipulate language by creating imaginative community. Pronoun has a function to avoid word repetition. The author uses pronoun to show where the position of individual

or community. The disclaimer 'but' to show positive self presentation was used by press in the news report of protesting Muhammad cartoon by Muslim in Afghanistan was written by Washington post; "like tens of thousands of protesters this week, the crowd that gathered Wednesday in the southern Afghan town of Qalat came to speak out against cartoons in European newspaper mocking the prophet Muhammad, *but* the protest soon took a much different direction" (Muhammad Tahir, 2013).

#### 2.1.1.2.6 Semantic style

Meaning is typically said as semantics, a very fuzzy concept. Which itself has many meanings. This process of meaning assignment we all know under such terms as 'understanding', 'comprehension' or 'interpretation'. In this case, meaning is rather associated with the mind of language users. The form of content is often used to refer to the meaning or information of a discourse. According to Van Dijk, semantic are categorizing as local meaning; sentences, proportions that can build particular meaning in a text- which we called superstructure. There are explicit and implicit meaning in discourse analysis; meaning that is hiding on purpose.

Positive self presentation will be explicitly clear written in the text rather than negative other presentation. When the journalist portrayed the goodness of their opponent, they will make it short, implicit and vague. Background is the elements that strengthen the idea of the text. Systematically, political debates would stand their argument and fight another community argument. Background of event often used to reveal the meaning of text. Then other element is details of

discourse. This details support the background that can be overwhelming in presenting their self or their goodness (right wings press). Presupposition is other strategy that gives particular image for the readers. 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. In presupposition the journalist tried to prove that their presupposition is credible and rational.

#### 2.1.1.2.7 Context

The theoretical and methodological point, however, is that critical or sociopolitical analyses of discourse as a form, expression, or means in the enactment or legitimating of ethnic inequality always need to make explicit specific discourse structures in relation to their various contexts. Thus meanings of discourse may be related to mental models and (through models or directly) with underlying ethnic stereotypes or prejudices, which are in turn related to the goals, interests, privileges, and sociopolitical dominance of the group to which the speakers/writers belong. In the context of text and talk is about who is being the dominance or participants, where is the setting, what is the props (object that may be relevant to the text and talk; uniforms, flags and special furniture or computer and internet relevant as part of context of interaction by internet users) and what action that they used to be comprehensible (Van Dijk,1997).



### 2.1.2 Discourse and Ideology

Every discourse; text and talk never separated with an ideology. As Eriyanto said text and talk is an ideological implication of the author or speaker. The term ideology derived Greek “*idea*” and “*logia*”. *Idea* according to Webster’s new colligate dictionary means something existing in the mind as a result of the formulation of an opinion, a plan or the like, whereas *logia* means science (knowledge) or theory. Terminologically, Ideology means utterances whether it is visible or invisible formulated from the mind as a result of contemplation. Positively, ideology is world view that conveys particular value of social communities to defend and modernize their interest. Meanwhile, negatively, ideology can be seen as false consciousness; the elite necessity to deceive people understanding about social reality (Alex Sobur, 2006).

The one who can spread their ideology is the one who have power. For instance, 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). In mass media, editor and author of the news has a power to spread their ideology through their article. They can portray minority as disturbance, criminal, violence, terrorist and changing face of London (John E. Richardson.2010, Van Dijk.1991; Muhammad Tahir.2013).

### 2.1.3 Discourse and Society

People produce discourses was affected their society, in other words they produce discourse because of their community in society, social class, social network. Within social class and network, there are various ways we express our social identity. The concept of discourse community provides a set of characterization for identifying a group of people as members as particular discourse community. The group must have shared common goals, some mechanism for communication and some way of providing the exchange of information amongst its member. A further factor is social class. It difficult as its identification can be somewhat subjective. Factors which may help with this include occupation, education, income, housing and its location (Labov, 1966). Nevertheless, social network based on, for example, kinship ties, religious affiliations, neighborhood membership, employee relations and leisure time activity. As Milroy and Milroy (1997:60-1) explain (cited from Brian Paltridge, 2006:

Social network and social class represent different orders of generalization about social organization. Class accounts for the hierarchical structure of society..., whereas network deals with the dimension of solidarity at the level of the individual and his or her everyday contacts.

Cameron and Kulick (2003:11) observe, the use of language, 'whatever else it accomplishes, is an "act of identity", a means whereby people convey to one another what kinds of people they are'. These identities further are not natural; they are social constructions.

#### 2.1.4 Online Mass Media

Internet becomes popular in modern era. Everybody can access anything through the internet. One of the examples is accessing news in the internet. Many national and international newspapers provide their news in their official website. In Indonesia, there are several online mass media that can be accessed by all people in the world such as kompas.com, detik.com, jawapos.com and so on. United States also has their official website such NBCNews.com. The readers can access the past and recent news that they want without waiting the printed newspaper spread out. This technology opens the opportunity of the author of the news or majority group to spread their ideology through online mass media. Stephen Balkaran (1999) in his book argues that many mass media in the United States perceive African-Americans as a criminal, drug use and gang violence rather than their achievement in education. Michael Brown is one of African-Americans who graduated in Technical College (Elizabeth Chuck, 2014). Stephen also shows the statistic data of the African-American high school dropout's proportion fell from 24 to 13 percent from 1972 to 1991. Reich proposes that the ultimate goal in society is to maximize profits. As a result, the exploiters will attempt to use any means to: (1) suppress higher wages among the exploited class, (2) weaken the bargaining power of the working class, often by attempting to split it along racial lines, (3) promote prejudices, (4) segregate the black community, (5) ensure that the elite benefit from the creation of stereotypes and racial prejudices against the black community (Balkaran, Stephen, 1999). Van Dijk in his book "media, racism and monitoring" argues that

Immigration is generally defined as a serious problem, as a threat or an invasion, and never as a welcome contribution to ethnic and cultural diversity, the economy.... the presence of new immigrants or resident minorities continues to be portrayed in similarly negative terms, that is as a problem (for us) if not as a threat to the nation. In the news, negative other presentation combined with self-serving positive self-presentation is as routine as in other types of elite discourse. Thus, crime reporting still associates minorities (and especially young minority males) with specific forms of "ethnic" crime, such as aggression, mugging, rioting, theft, prostitution, and especially drugs.

## 2.2 Related Studies

Many of the researchers use CDA as their tool to analyze the ideology of the text and talk. It is because CDA can reveal what is behind the text and talk. Through analyzing the micro structure of the text and talk, the researchers can broad the insight into the macro level of the text and talk (social, cultural, politics and historical context of text and talk).

The perspective of readers can be steering by in-group ideological through newspaper or online media mass. Muhammad Tahir 2013, he did research on Washington post about "Opportunist Make Use of Cartoon Protest; Individuals, Groups and Government Vent Anger over Issues Unrelated to Defense of Islam". The author of newspaper tends to use negative-other representation. 'Others' is representing of Muslim

Moh. Arief also did racism ideology research in *Hancock* movie. This movie represented how the author portrayed black hero in the movie using blaxpoitation genre criticism. He found Hancock characters in dual nature. There

are positive and negative. In the negative side he was as a slave (savage, barbaric, rude, dirty face, rumpled clothes), native (Hancock appearance before he meets Ray Embray) and clown (the behavior, actions, expression and dialogue shown the humorous sense of black people). From the Hancock characters, the author implied that Hancock seems refers to Barack Obama who was being candidate for presidential election at that time and from the relationship between Hancock and Marry, it against the interracial marriage. (Moh. Arief, 2014)

One of racism observation was done by Arief Rian Prihandoko in 2013. He did research about “*Wacana Kritis Diskriminasi Ras dalam film Avatar: The Last Air Bender*”. It can be said that White people as a main character in Avatar as a heroic person, has a responsibility, power and a rescuer. The good paradigm of white people as nice person, helping each other and spread the goodness among others was taken from the concept of “Whiteman’s Burden” proposed by Rudyard Kipling. Asia race in Avatar film was drawn as negative presentation which has poor and ignored civilization. They represented as the viction of colonization and cannot fight against without the help of Aang (the main characters of Avatar movie) (Prihandoko, Arief Rian, 2013)

The analysis of ideology in newspaper was done by Vidya Mandarani in 2013. She used CDA to analyse the ideology of “*Pencitraan Joko Widodo dan Fauzi Bowo dalam Media Harian Kompas pada pilkada DKI Jakarta 2012*”. It shows that Kompas tend to use positive self-presentation of Joko Widodo as humble person, charismatics, have a courage to built the country to be better,

close with his citizen. Fauzi Bowo drawn as bureaucratic, educated person and had experience on it. (Mandarani, Vidya, 2013)

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There is a 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).

As a prime minister of Malaysia, Tun Dr. Mahathir can influence the hearer's mind through his speech. Dr. Mahathir 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).

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In Erdogan's political speech, Turkish Prime Minister, he speaks in informal ways because it reflects of the social background when he was a child. He was born in a poor family, in Kasimpasa district of Istanbul, a less than affluent neighborhood, famous for its macho honor code. Kasimpasa men are known to be quick to show anger, painfully proud and blunt in words. (Bayram, Fatih.2009) Therefore, Jones and Pececi (2004) point out that language can be used not only to steer people's thought and belief but also to define the social identity. (Bayram, Fatih.2009)

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Those observation would be different from recent analysis of “CDA of racism in NBC news online mass media of Michael Brown case in Ferguson, Missouri”. It is because the reproduction of news report about the killing of Michael Brown was recently happened. It happened in August, 9 2014. It supports the idea of the existence of racism in 21th century in particular part of the world; Ferguson, Missouri, United States of America. This observation give detail analysis of discourse structure, ideological implication and social context. In 21th century, the one who had power, that is journalist of NBC news online mass media still hold racial prejudices. This prejudice can be influenced by social community where the journalist shared the same common goal, attitude, knowledge and value (Dessy Safitri, 2015).

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## CHAPTER III

### METHOD OF THE STUDY

The shot of Michael Brown result the riots among the protesters. They want equality in Ferguson, Missouri. NBC news found out video that prove Michael robbery in the store. It became the reason of Darren shot him down. Another reason is Michael tried to attack Darren (white police). American police (mostly police is white people) should not give punishment without any decision from the court. The writer wants to analyze how social cognition of journalist to reproduce such incident and Critical Discourse Analysis is the appropriate one. CDA shows how power abuse and equality is enacted, legitimated and amplified through the Press. Therefore, the writer analyzed the news use qualitative method. The data and data sources, how did the writer collect and analyze the news report would be explained below.

#### 3.1 Research Approach

The news report of Michael Brown showed the inequality among African-American people in Ferguson, Missouri. It can be analyzed using Critical Discourse Analysis. CDA adopts a macro analytical view of the world in that it takes the notion of discourse in the widest sense as social and ideological practice. Thus CDA research specifically consider how language works within institutional and political discourse (e.g in education, organization, media and government), in order to covert social inequality in social relationship (Lia Litosseliti, 2010).



I use descriptive qualitative approach. It is defined as research that relies on the interpretive and critical approach to social science, in which the reports often contain rich description and detail explanation (Jessy Julia,2013;Neuman,2004). This study has a function to analyze what is behind this discourse through top-down analysis (macro-micro structures). Through the qualitative method, I can disseminate what are the structures of discourse and the social context in it. Critical discourse analysis (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,1997)

### **3.2 Data and Data Sources**

The data of the study is the news report about the Michael Brown (an eight-teen African-American) who was shot by white police (Darren Wilson) and he was unarmed. There were many reports about Michael Brown case in TV, newspaper, online mass media, but the writer specifically used the NBC New online mass media.

NBC New online mass media have a big role to influence the readers. 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 (<http://NBCNews//aboutus.com>). Furthermore,

in technology era, most of people make use of internet as their part of activities.

They only access what they want to know through internet, explore the experience from all over the world easily. The news report of NBC News online mass media which were taken by the writer published between Augusts to November 2014. In this month, the chronology, the autopsies, riots among protesters and the decision of the court has already published in the mass media.

The data for this study are three articles from NBC News online mass media. All of the articles which are chosen by the writer focus on the shot of Michael Brown Case to be observed. Three articles were written by Elizabeth Chuck and Elisha Fieldstadt. The news report involves the background of Michael Brown, The chronological event of the shot, the council decision, the riots and the crime of Michael Brown. The titles of the articles are “The Killing of an Unarmed Teen: What We Know about Brown's Death” (August 13th, 2014) written by Elizabeth Chuck, “Waiting for the Grand Jury: What Do We Know about Michael Brown Case?”(November 16<sup>th</sup>, 2014) written by Elisha Fielstadt, “Prosecutor in Michael Brown Case has Deep Family Ties to Police” (August 20th, 2014) written by Elizabeth Chuck.

### 3.4 Technique of Data Collection

In collecting the data, the writer did these steps:

1. In selecting the news report, the writer began by reading all the news reports of NBC News online mass media about Michael brown case.
2. The writer chooses which articles that talked about the whole case of the shot of Michael Brown, the Grand Jury decision, the implication of Michael Brown's shooting among the African-American people, the autopsies and the crime. There were some articles which told about, so, the writer limited the news report such above. The articles brought different issue but related each other.

### 3.5 Technique of Data Analysis

This study use critical discourse analysis proposed by Van Dijk. The

writer analyzed the data based on the three levels of text analysis; macrostructure, superstructure and microstructure.

1. After collecting the data, the writer observed the first level that is macrostructure. The writer had to find the theme of the news report in NBC News online mass media. To find the theme, the writer read the whole articles of the shot of Michael Brown and decides each theme. The theme can be known from the headline and sub headline of each article.

Therefore, the writer can conclude the general theme which was presented in that article.

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2. The writer analyzes superstructures of the news report. In this level, the writer observed the organization or the scheme of the news reports. To find the scheme, the writer had to observe the story and the summary of the news. Which categories of schema come first; headline, lead, main events, previous events, background and verbal reaction. Headline and lead is the first step that makes the author thinking hardly to attract the readers. It means that how this first word can make the reader acknowledge the events. Analyzing the schema of the news can reveal the ideological implication of the news report. We can understand what schema category that comes first and succeed to influence the reader about the events

3. The writer went to the third level of text analysis, microstructure. In this level, the writer observed what linguistic features are used to support

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macrostructure. There are four elements; semantics, syntaxes, stylistic and rhetoric. In semantic element, the linguistic features which were observed are background, the details, and the presupposition. In syntaxes element, the linguistic features are sentence structure, coherence, and conditional coherence. In stylistic element, the linguistic features are lexicon, while rhetoric elements, linguistic features which are observed such graphic, metaphor, alliteration of the news report. It has function to understand how the author uses microstructure of text to spread out their ideology. In

addition, by analyzing microstructure of the text, the macro and superstructure of the text will be revealed automatically. The writer also understood the social context in Ferguson, Missouri.

Analyzing the macrostructure, microstructure and superstructure has several purposes that are to know the topic, schemata, semantics, syntaxes, stylistics and rhetoric as mental representation of the journalist and understand the implicit meaning. By analysing the structures of the news, it denotes the ideological construction of the news report about the shot of Michael Brown case. It can be seen as the representation of the media coverage.

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## 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.

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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

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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 McCulloch 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.

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“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.

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News report about Michael Brown case 1	Categories
- The Killing of an Unarmed Teen: What We Know about Brown's Death	- <b>Headline</b>
- Day after...Brown,18	- <b>Lead</b>
- Brown was walking...are hazy	- <b>Main Event 1</b>
- The friend...fired at him	- <b>Verbal Reaction 1</b>
- Police paint...incident	- <b>Main Event 2</b>
- Police have not...investigation	- <b>Background 1</b>
- Brown, nicknamed...engineer	- <b>Background 2</b>
- He was...your smile	- <b>Verbal Reaction 2</b>
- The case immediately...unrest	- <b>Previous Event 1</b>
- But anger...into action	- <b>Verbal Reaction 3</b>
- Sharpton...for Thursday	- <b>Main Event 2</b>
- The St. Louis...declared	- <b>Main Event 3</b>
- The Ferguson...disclosure	- <b>Main Event 4</b>
- Brown's family...this point	- <b>Main Event 5</b>
- I don't...daylight	- <b>Verbal Reaction 4</b>
- In a press...for calm	- <b>Main Event 6</b>
- To become...he was	- <b>Verbal Reaction 5</b>

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 digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id 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 Martin (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. digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id 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 influential person, Sharpton to calm.

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

<b>Brown Case</b>	
- It's been...any day	- Lead
<b>The incident...civil right</b>	<b>Main Event 1</b>
- Now officials...might go	- Main Event 2
- The Prosecutor...the case	- Main Event 3
- A day after...disclosed	- Previous Event 1
- A report...robbery suspect	- Previous Event 2
- Still released...convenience	- Previous Event 3
- Dispatch call...the shooting	- Previous Event 4
- The call released...the case	- Previous Event 5
- In the police...officer said	- Verbal Reaction 2
- The result...public	- Main Event 4
- The private...Wednesday	- Verbal Reaction 3
- Baden...story	- Verbal Reaction 4
<b>The post...car</b>	<b>Main Event 5</b>
- Wilson...report	- Background 1
- Dorian...Shooting	- Background 2
- Mc Culloch...reported	- Main Event 6
- Mc Cullouch...Sunday	- Main Event 7
- Gov. Jay Nixon...indicted	- Verbal Reaction 7
- Missouri...officials	- Verbal Reaction 8
- We all...both sides	- Verbal Reaction 9

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 digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id 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 digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id 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 Prosecutor...was 12	- Lead
- Mc Culloch's ...Brown,18	- Main Event 1
- We don't...department	- Verbal Reaction 1
- I couldn't...best thing	- Verbal Reaction 2
- Grand Jurors...Wednesday	- Main Event 2
- Those who...cancer	- Background 1
- Matt Selby...handled	- Verbal Reaction 3
- Julie Lawson...board for	- Background 2
- He's uniquely...prejudicial	- Verbal Reaction 4
- But numerous...black men	- Main Event 3
- State sen. Jamilah...himself	- Main Event 4
- Missouri...aside	- Main Event 5
- Mc Culloch...investigation	- Main Event 6
- Mr. Mc Culloch...to do	- Verbal Reaction 7
- Selby...in him	- Verbal Reaction 8
- You put...he said	- Verbal Reaction 9
- The decision...interest	- Verbal Reaction 10
- Before...1964	- Previous Event 1
- I couldn't...once	- Verbal Reaction 11
- Just months...surrendering	- Previous Event 2
- A decade later...safely	- Previous Event 3
- Protesters...decision	- Verbal Reaction 12

- Speaking...experience	- Background 3
- You have...victims	- 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 strengthened by the command of NAACP (National 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.

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- 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 shot 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 digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id “softer approach” from the both sides.

Those details defined that Wilson was not deserved to be indicted 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

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- 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”

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“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. McCulloch 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.

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“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.

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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".

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"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.

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### 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

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“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 digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id 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 digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id digilib.uinsa.ac.id 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 accidentally 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](http://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
<p>-Raising tension in the small, predominantly black city and prompting outrage.</p> <p>- In Ferguson, tensions boiled over: On Sunday night, the city was overrun by riots and looting. About three dozen people were arrested, and one convenience store was burned almost to the ground. Protesters chanted "Kill the police!" and "No justice, no peace."</p>	<p>- He insisted that his father's killing, which was prominently featured in his first campaign ads, was an "incredibly irrelevant facet" to his decision.</p>	<p>-I don't want to sugar coat it, Crump said -don't be so angry that you distort the image of who his mother and father told us he was.</p> <p>-which includes what sounds like a volley of six shots, a brief pause</p>	<p>-the incident on the afternoon of Aug.9 sparked outrage, riots and protest in and around the St. Louis Suburb</p> <p>- 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.</p>	<p>-but the bullet hit <b>Brown</b>, who collapsed onto the <b>ground</b>.</p> <p>- Wilson said that Brown <b>scratched and punched him</b> repeatedly.</p> <p>- you suffer through <b>them</b> and deal with <b>them...</b> but you try to understand <b>them</b>.</p>

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.

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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

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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 such "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.

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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

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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.

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“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.

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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.

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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.

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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 McCulloch as prosecutor and ignoring the purpose of replacement from African American Association.

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#### 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](http://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.

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## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

The way critical discourse analysis want to know what structures and ideological implication of text play a role in these modes of reproduction and social context lead the knowledge of the social class, social community of the writer. It leads the analysis of three levels of discourse structures: macrostructure, superstructure and microstructure. From analysis of the topic, schemata, linguistic features, ideology and social context above, the writer can concluded:

1. The topic in the first news is about chronological event and riots of Michael Brown's death, second news is about decision of Grand Jury and the third one is about the controversial prosecutor, Bob Mc Culloch.

2. Schema of all news report 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 the meaning of News report. Second news report, journalist gave 7 main events, 5 previous events and 9 verbal reaction. Main event of Grand Jury decision whether to indict Wilson or not supported by previous event was placed in sequent way. Then, 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.

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3. There were four linguistic features to analyze text media; semantic, syntaxes stylistic and rhetoric. **Semantically**, first news indicated the physical confrontation was the cause of Michael Brown shooting, from the background, details and presupposition. Second news indicated that the decision not to indict Daren Wilson is justice enough for both sides. Then, the third news denoted that Bob Mc Culloch is the proper prosecutor for Michael Brown case. **Syntaxes** of Michael Brown news report showed that journalist tend to use nominalization to hide the actor of killing. She also made passive sentences in the action of police. In contrary, she used active sentence to narrate African-American who did riots, looting and robbery. Many times journalist gave direct sentence to support her idea.

But sometimes, used indirect sentence to express their opinion through the actor. The author also used generalization to define broad statement that

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applies to a group and specification to detail the description of logical reason of shooting. **Stylistic Style** used to image African American as bad people. They involved riots, looting, drug bust and robbery. They portrayed as aggressive people and opposed the law. In contrary, journalist image white or authorized people as good one; white people command for calm and did peaceful protest. **Rhetoric style** used to persuade readers. Journalist used hyperbole to show the anger of protesters like boiled water. She used alliteration, metaphor, parallelism and rhyme. Then the

attachment of graphic and quotation mark used to support their idea. Thus, the reader will pay attention to particular rhetoric style.

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4. Ideological implication; Authorized community or white used text media to maintain their ideology. White people must take control of any decision in Attorney, including Michael Brown case.
  
5. Social context: white is superior and black is inferior. Black people are not qualified to get job. They would not become the majority of police officer and take control of government in their society.

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