

**RESISTANCE DISCOURSE AGAINST GENDER DISCRIMINATION IN
Ms. MAGAZINE: A CRITICAL DISCOURSE ANALYSIS STUDY**

Thesis

*Submitted as Partial Fulfillment of the Requirements to Obtain Strata One (S1)
Degree*



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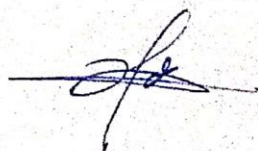
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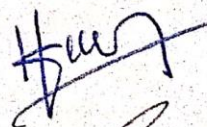
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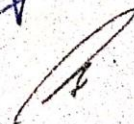
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DEDICATION

The writer presents this page as a gratitude and dedication to the followings:

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ABSTRACT

Nurfitriani, Annisa (2022). Resistance Discourse against Gender Discrimination: A Critical Discourse Analysis Study. Thesis. Padang: English Language and Literature Department. Faculty of Language and Arts. Universitas Negeri Padang.

This research analyzed resistance against gender discrimination in a US-based feminist magazine, Ms. Employing Critical Discourse Analysis (CDA), this research aimed to find the discourse topics and discourse strategies used in ten selected news and opinion articles published by Ms. and to reveal how the feminist magazine resist gender discrimination and try to make a change in society based on their ideology through discourse. This study focused in examining how the writers of the articles and Ms. as a feminist media present themselves and other groups based on their belief. This researcher used qualitative method and employed van Dijk's Ideological Square (2000) or positive self and negative other- presentation as the theoretical framework to analyze the data. From the selected articles, the researcher collected 188 data. Nine discourse topics and 22 discourse strategies were found in the data. The findings of this research reveal that the topics discussed in the selected articles were not only limited on gender issues but also included racism and democracy issues. Moreover, various discourse strategies were used in the selected articles to convey negative presentation towards the out-groups (e.g. patriarchy, authoritarianism, and corporate-media) and positive self-presentation towards the in-groups (e.g. feminism, women, and feminist media).

Key words: CDA, Feminist media, Ideological Square, Discourse Topics, Discourse Strategies

ABSTRAK

Nurfitriani, Annisa (2022). Wacana Resistensi menentang Diskriminasi Gender di Majalah *Ms.*: Sebuah Studi Analisis Wacana Kritis. Skripsi. Padang: Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Penelitian ini menganalisa perlawanan terhadap diskriminasi gender yang terdapat dalam majalah feminis asal Amerika Serikat yaitu *Ms.* Dengan mengaplikasikan Analisis Wacana Kritis, penelitian ini bertujuan untuk menemukan topic wacana dan strategi wacana yang terdapat pada sepuluh artikel opini dan berita yang diterbitkan di majalah *Ms.* dan untuk mengungkap bagaimana majalah feminis ini melakukan perlawanan terhadap diskriminasi gender dan mencoba untuk membuat perubahan di masyarakat berdasarkan ideology yang mereka miliki. Penelitian ini berfokus pada bagaimana para penulis artikel di *Ms.* dan *Ms.* sebagai media feminis mempresentasikan diri mereka sendiri dan kelompok lain berdasarkan ideology mereka. Peneliti menggunakan metode kualitatif dan *positive self dan negative other-presentation* dalam van Dijk *Ideological Square* (2000) digunakan sebagai landasan teori untuk menganalisa data. Dari sepuluh artikel yang dipilih, peneliti menemukan 188 data. Dari data tersebut ditemukan 9 topik wacana dan 22 strategi wacana. Temuan dari analisis menunjukkan bahwa topik-topik yang dibahas di artikel yang dipilih beragam dan tidak hanya terbatas pada isu gender melainkan juga mencakup isu rasial dan demokrasi. Strategi wacana yang digunakan juga beragam untuk mengimplikasikan *negative other-presentation* terhadap *out-groups* (patriarki, perusahaan media besar) dan *positive self* terhadap *in-groups* (feminisme, perempuan, media feminis)

Key words: Analisis Wacana Kritis, Media Feminis, Ideological Square, Topik Wacana, Strategi Wacana

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CHAPTER I

INTRODUCTION

1.1 Background of the Research Problems

Critical Discourse Analysis (CDA) is an interdisciplinary approach that studies social and political issues, such as ideology, power relation, discrimination and inequality in texts. CDA has been used widely to study social and political issues in many fields with various approaches. Discrimination is one of the central issues studied using CDA. In studying discriminatory discourse, CDA exposes the way the dominant or majority group of people maintain their dominance through the texts they make and how the minority or powerless groups of people are discursively discriminated in the texts. However, CDA not only explores discrimination in a discourse but also the resistance or power struggle from the minority or powerless ones.

It is interesting to study how the discriminated groups try to turn the table, defend their belief, position and existence in society and regain the equality through the discourse they produce. In discriminatory discourse, through various discourse strategies, the discriminated groups are often represented negatively, while the majority or dominant groups present themselves positively. To resist the discrimination; the negative attributions; and to defend themselves, the discriminated groups produce resistance discourse. In resistance discourse, the discriminated group can also use various discourse strategies to represent themselves positively or represent the ones who discriminate them negatively or

they may avoid attributing any negative terms to the other groups to prevent more conflicts.

There are various issues of discrimination that can be explored in texts, such as discrimination against particular race, religious groups, immigrants and gender. Despite the changes of attitudes regarding discrimination and diversity, in the free and democratic nations, such as the US, the practice of discrimination still become a major social problem. Women are one of those discriminated groups who have been fighting for their rights for many times ago. Women were not given much choices and opportunities in education, work, and politic. Meanwhile, men were thought to be more deserved to have high education and careers. However, in the last few decades, the old assumptions about women have extremely changed. The feminist movement has risen and is still developing to fight for gender equality. With the changes in the cultural and socio-political conditions, women get more opportunities in education, politics, works, and have more freedom to speak up about gender discrimination issues.

Supporting by globalization, the development of media, communication and information technology, now it is easy to find resistance discourse against gender discrimination from many places around the world in various forms of media, such as blogs, comics, posters, films, songs, poems, online magazine, etc. Women (and also some men who support gender equality) now become braver in criticizing the patriarchal ideology, toxic masculinity, and the people who are still discriminating women. One of the earliest feminist media that openly and bravely voicing feminism and criticizing gender discrimination is *Ms.* magazine. *Ms.* is a

U.S.-based magazine that does not only provide informative writings for women but this magazine is also based their articles on the ideology of feminism. Different from mainstream women media, this non-profit magazine focuses in spreading the importance of gender equality to the world and opposes any kind of discrimination, especially gender discrimination and aims to make a change in the society through magazine articles.

There were many CDA studies about gender discrimination and ideology regarding woman representations in many kinds of discourses, such as textbook, magazine, fairy-tale, film, and also media. For instance, Kaur, Arumugam, & Yunus (2013) studied the linguistic features and discursive techniques in beauty product advertisements of two Malaysian women magazines; Utari (2017) researched the ideology in female sexuality articles in two women magazines; Shaheen, Mumtaz, & Khalid (2019) used CDA to reveal the gender ideology and gender representation in two Arabian Nights fairy-tales; and Ahmad & Shah (2019) explored gender representation in elementary school textbooks. These previous studies were analyzed using Fairclough's three-dimensional approach. There was also another study by Ikawati (2018) who examined the discrimination of Afro-American women in a film by using Systemic Functional Linguistic and CDA. On the other hand, Harkness & Cheyne (2019) used Feminist theory and Critical Discourse Analysis to analyzed and compare same textbooks for midwives from different period of times (1953 edition and 2012 edition). Moreover, Abed & Al-Munshy (2017) used Multimodality and CDA to study how

the front covers of an Arab women magazine that manipulates the views and representation of Arab women.

Furthermore, there were also some studies that focused on the resistance of women against patriarchal ideology and gender discrimination in various kinds of discourses, such as Lailawati, Islami, & Nursafira (2020) who examined and compared a female character's resistance through the dialogues and also events (multimodal) in two different version of film *Mulan* (1992 & 2020) against patriarchal ideology. Another study was conducted by Hamid, Basid, & Aulia, (2021) who explored the resistance through the reconstruction of Arab women roles in Arab based media. Moreover, Nartey (2020) investigated women's resistance discourse strategies of Ghanaian Feminist blogs by using Feminist CDA. Similarly, Parveen & Qadir also employed Feminist CDA to examined women's resistance in Pakistani short stories. Meanwhile, (Ramirez, 2021) used Multimodal CDA to explored women's resistance in a reggaeton song music video. Differently, Aragbuwa (2021) employed van Dijk's Ideological Square approach to study the discursive strategies and resistance ideology of domestic violence women victims' narratives in a Nigerian weblog.

Despite the increase numbers of resistance discourse against gender discrimination these days, CDA studies on resistance discourse related to gender discrimination are still limited compare to the studies on discriminatory discourse or gender representations in discourse. Moreover, some previous CDA studies on resistance discourse against discrimination in media were only limited in some national and cultural boundaries, such as feminist blogs from Nigeria and Ghana

(or in Africa in general) and Arab media. Even though globalization makes boundaries between nations around the world faded and various media from almost every country can be access worldwide, different places may have different problems on gender discrimination and also different ways in resisting it. So, the studies on resistance discourse in media from other cultures or places are needed. Moreover, the CDA studies on resistance discourse against discrimination in a feminist magazine, such *Ms.* magazine are hard to find.

Mostly, in the previous CDA studies about women resistance discourse mentioned, Feminist theory is more preferred to be used by the researchers. However, women resistance discourse can be approached from other theory, such as how the writers represent the discriminated groups positively and the dominant groups negatively to turn the table. This perspective has been used in the previous study by Aragbuwa (2021), by using van Dijk's Ideological Square (2000) approach. However, it was only limited on domestic violence issue in a Ghanaian blog. Moreover, most of the previous studies on resistance discourse in media were only limited to investigate the discourse strategies employed to resist discrimination. Meanwhile, in media discourse, there are more elements that can be studied, such as non-linguistic elements (i.e. multimodal, such as pictures) and also the topic of the discourse as it is the main idea that is intended to convey to the readers/audiences.

Therefore, to fill in the gaps, this paper will try to examine the resistance discourse of *Ms.* Magazine, an international US-based feminist media. The discourse strategies of *positive-self* and *negative-other presentation* employed by

the writers in *Ms.*'s articles will be studied. Moreover, because the articles in *Ms.* magazine covers various issues and topics regarding resistance against gender discrimination and the discourse strategies used in particular discourse topics may be varied or different from the strategies used in other topics; therefore, the discourse topics will also be discussed along with the strategies used on each article.

1.2 Identification of the Problems

From linguistic perspective, discourse can be studied from various approaches, such as Discourse Analysis (DA), multimodality, and also Critical Discourse Analysis (CDA). To reveal power relation, the social, ideological, and political issue such as gender discrimination in resistance discourse, Critical Discourse Analysis is the rather more suitable to apply in studying such a discourse. In CDA studies, there are various perspectives and approaches that can be used to study resistance discourse in feminist media. Regarding resistance discourse against gender discrimination in magazine, it is not only included written text in the form of language, but also included pictures to illustrate or support the ideas of the texts and there's also advertisements featured in the magazine. Therefore, linguistic and/or multimodality approach can be used. Moreover, the cultural, national boundaries and the changes of socio-cultural situation make resistance discourse against gender discrimination can be approached by using comparative study or only focus on a particular culture, object of study, theme, or period of time. The gender discrimination issues also can be studies by using various approaches in CDA, for instance, the Feminist

Theory and van Dijk's Ideological Square approach. Different theories and approaches may result in different outcomes or findings. Moreover, resistance discourse against gender discrimination in media covers various *topics* and contains some *discourse strategies* employed by the writer(s) to present themselves positively and present the dominant group negatively.

1.3 Limitation of the Problems

Based on the identification of the research problems, there are various aspects and perspectives to study resistance discourse against gender discrimination in media. However, this research is limited only in analyzing written discourse of magazine articles. In this research, the analysis only focus in examining the discourse topics and the discourse strategies of *positive-self* presentation and *negative other-presentation* based on van Dijk's Ideological Square (2000) in ten selected articles of news and opinions that reflects resistance against gender discrimination in the US-based feminist magazine, *Ms*, published this year (2022).

1.4 Formulation of the Problems

The problems of this research focuses on what discourse strategies used by *Ms*. Magazine to show their resistance against gender discrimination in the articles they published and what topics are they brought up in the writings. The research problems can be stated in the following research questions:

1. What are the discourse topics of the selected articles published by *Ms.* Magazine that reflect women's resistance discourse against gender discrimination?
2. What are the discourse strategies of positive self or negative other-presentation used by *Ms.* Magazine to arrange resistance against gender discrimination in their article?

1.5 Purposes of the Research

Based on the research questions, the purposes of this research are:

1. To find the discourse topics in the selected *Ms.* magazine articles.
2. To find the discourse strategies of *positive self* and *negative other-presentation* in the selected *Ms.* Magazine articles.

1.6 Significance of the Research

This research is expected to contribute to the development of theory and also practical applications. Contribution to the development of the theory of resistance discourse, this study will contribute in expanding and enriching Critical Discourse Analysis literature, especially on resistance discourse in feminist media and discourse strategies from gender (particularly women) perspective, by applying van Dijk's Ideological approach of CDA on women's resistance discourse in a global-scaled feminist media. The contribution of practical application, to the other researchers and students, this research, hopefully, will also contribute as a reference in CDA studies, especially on resistance discourse in relation with gender. To the authority who have power to make decisions, rules, and have such influence in the society, hopefully, this research is expected to

become a consideration and to provide an insight about gender discrimination and inequality issues that occurs in the society, so we could make a change for a better society and equality for all genders.

1.7 Definition of Key Terms

1. CDA (Critical Discourse Analysis): a multidisciplinary approach that is used to study social and political issues, such as ideology, power relation, discrimination and inequality in discourses.
2. Resistance discourse: the discourse produced by minority or discriminated groups to challenge and resist the discrimination they get from the majority or powerful groups.
3. Discourse topic: the central idea(s) in a discourse. One discourse can have more than one discourse topic. Discourse topic used here refers to the topics that express in the form of some preposition rather than just express in a broad term.
4. Discourse strategies: the ways or strategies that are used by writers to achieve their goals in discourse.
5. Gender Discrimination: the injustice, unequal treatments and opportunities on the basis of gender (e.g. women are given less opportunity in works and education)
6. Feminist media: any self-identified feminist and/ or media project (especially made by women) participated in the processes of social change for gender equality.

7. Magazine: a type of printed/digital media that contains articles and photographs and is published weekly or monthly. These days there is also 'digital magazine' which is a magazine that can be access online through smartphone or computer.