

**DISCRIMINATORY DISCOURSE TOWARDS BLACK PEOPLE IN 12
YEARS A SLAVE MOVIE: A CRITICAL DISCOURSE ANALYSIS**

Thesis

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



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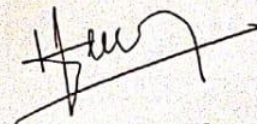
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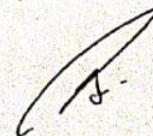
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ABSTRACT

Islamy, Athifa Reihan (2022). Discriminatory Discourse towards Black People in 12 Years a Slave Movie: A Critical Discourse Analysis. Universitas Negeri Padang.

This research examined on the issue of racial discrimination by white people against black people. This problem can also be identified by using CDA's Van Dijk's ideological square which focused on negative-other representation. The researcher used descriptive qualitative research methods to analyze the data. Specifically, the researcher analyzed the discourses presented in this movie. This study focused on the disparities in how white people portray themselves positively and black people portray negatively in their discourses, according to their views. From this movie being analyzed, the researcher has collected 158 datum that consist of Negative-others presentation. By employing Van Dijk's Ideological Square, the researcher found out there are 7 discourse topics implied in movie's utterances. Furthermore, there are 9 discourse strategies used by white people in defending themselves.

Keywords: CDA, Discrimination, Movie Slavery, Black People.

ABSTRAK

Islamy, Athifa Reihan (2022). Discriminatory Discourse towards Black People in 12 Years a Slave Movie: A Critical Discourse Analysis. Universitas Negeri Padang.

Penelitian ini mengkaji tentang isu diskriminasi rasial oleh orang kulit putih terhadap orang kulit hitam. Masalah ini juga dapat diidentifikasi dengan menggunakan kotak ideologis Van Dijk's CDA yang berfokus pada representasi negatif-lain. Peneliti menggunakan metode penelitian kualitatif deskriptif untuk menganalisis data. Secara khusus, peneliti menganalisis wacana yang disajikan dalam film ini. Studi ini berfokus pada disparitas bagaimana orang kulit putih menggambarkan diri mereka secara positif dan orang kulit hitam menggambarkan secara negatif dalam wacana mereka, menurut pandangan mereka. Dari film yang dianalisis, peneliti telah mengumpulkan 158 datum yang terdiri dari presentasi Negative-Other. Dengan memanfaatkan Ideological Square karya Van Dijk, peneliti menemukan ada 7 topik wacana yang tersirat dalam tuturan film. Selanjutnya, ada 9 strategi wacana yang digunakan oleh orang kulit putih dalam membela diri.

Kata kunci: CDA, Diskriminasi, Film perbudakan, Orang Kulit Hitam.

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The researcher is aware that there are still many flaws in how this thesis was put together. Therefore, in order to improve the idea going forward, the researcher requests constructive feedback and suggestions.

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CHAPTER I

INTRODUCTION

Background of the Research

Discriminatory discourse is used to create an unfavorable impression of someone else (Irawan, 2019). These tactics outline the process of negative discourse constructions directed towards certain people or groups. It is regarded as a societal issue that manifests itself in many forms of injustice or inequality faced by particular people or groups, which is typically committed by members of the favored group against the underrepresented groups. In most of the reported cases, according to (Flowerdew, 2002) “minority groups” frequently become the targets of discrimination living in a foreign country (Chinese in Indonesia, Africans in France). Hence, discrimination often crosses the boundaries of language and ethnicity.

One of the numerous issues raised by Critical Discourse Analysis (CDA) research is discrimination. According to (Oudenhoven, 2020), discrimination is a behavioral outcome of such a categorization; it entails the unfair treatment of groups of people belonging to a particular social category and is typically characterized as “negative behavior”, depriving a person of certain rights merely because they belong to a particular social category. So, the researcher concludes that discrimination is the deliberate attitude of distinguishing certain groups or groups based on social status, ethnicity, race, religion, and gender so as to create gaps between them. One form of discrimination that is often encountered in

society is racial discrimination. An example of racial discrimination is a privilege that whites have in the United States that benefits them but it is detrimental to blacks. American slavery is an example of racial discrimination. To fight injustice calls to action in the form of demonstrations, dances, and movies have become a minority action against a majority that has power.

Power in CDA according to (Wodak, 2014, p. 306) creates “social domination” that is “power abuse” carried out by one group against another group, and discusses how dominated groups may argue that such mistreatment doesn’t occur. Discursive differences are discussed and debated in texts; they are controlled by power dynamics that are encoded and influenced in part by discourse and genre. As a result, critical discourse analysis texts are frequently battlegrounds, revealing signs of competing discourses and ideologies vying for control.

Ideology is a group of ideas that influence how people think, feel, and view the world. It is also a term used to describe attempts made by one side to influence the thoughts and behavior of others on a global scale. One of the strategies proposed by Van Dijk was known as the "ideological square" (Van Dijk, 2013). Ideological Square is creation of in-and out-groups necessitate the deployment of positive self-presentation and the negative self-presentation of others.

CDA was born and pioneered by discourse figures such as Norman Fairclough, Ruth Wodak, Teun Van Dijk, and others. According to (Fairclough

1992, Fairclough 2000) CDA sees “language as social practice” the study of the dialectical connections between semiosis (language) and other components of social behaviors. Genres and styles are created as a result of these semiotic features of social activity and focusing on structure and action. According to (Van Dijk, 2005) CDA is a study of relationships between discourse, authority, domination, social inequality, and the discourse analyst's position in these social relationships. So, the researcher concludes that the study of CDA is not only a linguistic unit but also a very complex social phenomenon that requires a multi-methodological approach to study it. So, that every social phenomenon can benefit from critical analysis by questioning, rejecting, and not being taken for granted. Hence CDA can alternate be described as a *social movement* of political committed discourse analyzers.

Reported from (Wolipop, 2019), two black people were not allowed to enter and stay at the hotel because they had black skin. The hotel clerk said their hotel was full, but when a white man wanted to stay, they let the white man in. Reported from (detikNews, 2018), an insult to black people was also made by an Israeli named Yitzhak Yosef. In his lectures, he said that black people are like monkeys. From this incident, it is very clear that black people have always been victims of discrimination.

From the problems above, this research examined on the issue of racial discrimination by white people against black people. This problem can also be identified by using Van Dijk's ideological square to prove that movies can be used as discourse to convey messages about discrimination. One of the most important

aims of CDA is to explain how discourse and social power interact with a focus on ideology, power, dominance, prejudice, and representation because CDA has its roots in linguistic and textual analysis (Tenorio, 2011 p. 183), and through CDA, we may examine the discourse aspects of power abuse that result in injustice and inequality. We may examine the language patterns and discursive strategies of a discourse to identify power conflicts, social inequalities, and any other kinds of social and political issues since one of the fundamental purposes of text and talk is to control other people's thoughts. (Van Dijk, 1993a).

There are some researches that discussed about the discourse topics. The first research was conducted by (Chen, 1995) entitled "Topic Identification in Discourse". Discourse analysis was employed as the research methodology in this research. This research examined how noun-noun and noun-verb pairings were associated in the LOB corpus and suggests a corpus-based language model for topic identification. This research's conclusion was that collocational semantics might be used to extract themes from paragraphs and to talk about the phenomenon of subjects shifting between paragraphs.

The second research that analyzed about topics was from (Chang, 2002) entitled "Discourse topics and interlanguage variations Yuh-Fang Chang". This research looked at how discourse topics affected interlanguage variance. The results of this research suggest that oral production fluency of second language learners is significantly influenced by their level of familiarity with the discourse subject. As a result, a single exam cannot give a whole picture of a student's oral

ability because the subject matter may enhance or detract from their performance. The discourse topics do have an impact on second language learners' conversational involvement, according to both quantitative and qualitative studies.

The third research that analyzed about discourse topics was from (Benoit, 2003) entitled "Topic of presidential campaign discourse and election outcome". This research looked at the connection between the theme of presidential campaign speech and functional theory in its research. The research's conclusion was that discussing policy concerns is crucial to the result of elections and has repercussions for politicians, academics, and journalists who cover political campaigns.

The last research was conducted by (Grue, 2011) entitled "Discourse analysis and disability: Some topics and issues". His research explained that the topic of disability in discourse analysis was understudied. The academic tenets and political aims of critical discourse analysis would be more aligned with a larger focus on disability concerns. His research discovered that many incompatibilities melt into splits between several discourse production zones.

In addition to research discussed about discourse topics, research on discourse strategies is also important to be discussed. The first research was conducted by (Kriger, 2005) entitled "ZANU (PF) strategies in general elections, 1980-2000: Discourse and Coercion". The goal of this research was to show how, despite glaring variations in the circumstances, problems, and makeup of the main opposition party, the governing party employed very similar tactics in every

general election since 1980. In order to increase its authority in general elections, ZANU (PF) has consistently adopted two techniques, regardless of the environment, the topics, or the candidates.

The second research was conducted by (Vaara, 2010) entitled “On the force of strategy texts: a critical discourse analysis of a strategic plan and its power effects in a city organization”. This research made use of CDA to better comprehend the influence that directive genres like strategic plans have. This research looked at the process used to develop the Finnish city of Lahti's official strategic plan. They found five primary discursive features as a result.

The last research was conducted by (Reyes, 2011) entitled “Strategies of legitimization in political discourse: From words to actions”. In this research, CDA and analytical methods from System Functional Linguistics were applied. This research described various linguistic techniques that language employs as a tool of control and a manifestation of symbolic power in discourse and society. It also described how these tactics are linguistically built and developed.

Based on the previous researchers that discussed about discourse topics and discourse strategies using Van Dijk's ideological square in the context of movies are still less develop. Mostly the object of the previous research was about speech, government, or politics. While, the object of the current research were from movie used Van Dijk's theory to examine negative-others representation to find out discourse topics and discourse strategies.

Many previous studies that also discussed minority groups found that they received discriminatory treatment from the majority group, they received unpleasant treatment were viewed differently, and were treated unfairly. Previous studies that discussed the issue of racial discrimination against black people were conducted by Anthony Q. Briggs (2019) in *Black Caribbean male youth* discriminatory work pathway. This research used Critical Race Theory to critically analyze the lived experiences of CBMY which are characterized as lazy, criminal, violent, and uncivil. Another previous research was conducted by Mahbub, Purnama and Hartono (2020) used Critical Discourse Analysis theory to examine how Kathryn Stockett's (2020) novel *The Help* presents anti-Black racism as an intellectual construct. There was also a previous study that looked at the same movie as the current investigation by Surya Satyawati (2021), the movie *12 Years a Slave* emphasizes numerous forms of racial discrimination using Allport's notion of deliberate prejudice.

There are also some previous studies that investigated the issue of discrimination in movies. The first research was conducted by Nurdiansyah (2020) who analyzed the scenes that describe about discrimination, violence against women verbally and non-verbally, and feminism entitled in *Imperfect* movie. The second research was conducted by Alfaridzi (2021). He found that many scenes in the film contained denotations, connotations, and myths that contained elements of racial discrimination in *The Help* movie. The last research was conducted by Yusrina (2019) in *The Birth of a Nation* (2016) movie identified five components that characterize racial injustice acts: violence,

segregation, stereotypes, prejudice, and discrimination. These studies are different from the current research because they used different approaches and methods from the current research. Previous research discussed the forms of discrimination carried out, which reeks of verbal and non-verbal abuse. Meanwhile, the current research used Van Dijk's theory to examine negative-others representation to find out discourse topics and discourse strategies.

Other previous studies discussed discrimination against black in the context of novel by (Burhan Ali Mahbub, 2020) used Critical Discourse Analysis theory to examine how anti-Black racism is constructed ideologically in Stockett's novel *The Help* (2020). Second, Wardani (2020) examined the novel by Brian Khrisna's themes of feminism used Sara Mills model of critical discourse analysis, including concerns of prejudice and brutality towards women. In sum, these two researches are different from the current research although using CDA analysis. The first research used CDA analysis, but it does not discuss discourse topics and discourse strategies in the novel. In the second researcher, the perspective used is different from the current research. Previous research used perspective of feminism. Meanwhile, the current research used Van Dijk's theory to examined negative-others representation to find out discourse topics and discourse strategies.

Furthermore, some previous studies have looked into racial discrimination cases by used Van Dijk's CDA in context of public official. The first research carried out by Maschinez (2018). She looked at how Hillary Clinton and Donald

Trump were ideologically represented in the editorial sections of three English-language online publications in Russia. The second one is the research conducted by Akbar (2020) to analyze how the author has propagated to reveal the hidden agenda of Maycomb society that caused the society to be diverse into parts and gave birth to social evils like class, gender, and racial discrimination among the folks of the society. The last one is the research carried out by Mahmood, Tariq, Kausar, Ghazala, Khan, and Gul Zamin (2018) critically analyzed the editorials of two renowned newspapers. The CDA technique developed by Van Dijk is used in both the prior and current studies. These previous studies focused on the textual aspects, social cognition, and social context components in recognizing racist acts. Although using Van Dijk's CDA approach, the focus of the problems discussed is different. The current research examined how white people portray black people negatively through Van Dijk's ideological square, which focused on negative-others representation.

Based on a brief description of various previous studies, study that analyzes black race discrimination using Van Dijk's ideological approach in the context of the movie is less developed. Compared to discourse strategies, discussions on discourse topics have never been or are still less developed in the context of movies. Therefore, the researcher presents Van Dijk's ideological square, discourse topics, and discourse strategies as the latest innovation in this research. This research focused on the study of Van Dijk's ideological square in describing and identifying negative-others representation. In this specific case, the

researcher used this method to demonstrate how white people present black people negatively.

The researcher examined the movie "12 Years a Slave" as the object of research because it raised issues of social racism in the United States, which at that time was still legalizing slavery. This movie also contains elements of discrimination committed by the majority who have great power against the minority who have no power against it. The researcher used CDA approach, especially Van Dijk's ideological square to "demystify" discourse by outlining ideologies (Wodak R. , 2011, p. 52). Therefore, this study can be studied through Van Dijk's ideological square, which focused on negative-others representation. The researcher used this method to show how white people portray black people negatively in this example.

Identification of Research Problem

According to the background information given above, there are several research problems, among are study that analyzes black race discrimination using Van Dijk's ideological approach in the context of the movie is less developed. The second research problem is compared to discourse strategies, discussions on discourse topics have never been or are still less developed in the context of movies. Therefore, this research identified using Van Dijk's ideological square in describing and identifying negative-others representation to prove that discrimination actually occurred by the majority groups (whites) against the minority groups (blacks).

Limitation of the Problem

This research focused on uncovering issues about discrimination shown in movies using the CDA approach, especially Van Dijk's Ideological Square; Negative-Others Representation. The researcher was limited on the utterances used by white people toward black people in *12 Years a Slave* movie to identify discourse topics and discourse strategies.

Formulation of Problem

The problems of this research focused on what discourse strategies are used by black people to show their discriminatory against racial discrimination in the movie and what discourse topics are raised in the movie. The following research questions are statements of the research problems “what are discriminatory discourse topics presented and what are the discriminatory discourse strategies of negative-others presentation used in *12 Years a Slave* Movie to show discriminatory against racial discrimination in this movie.

Research Questions

From the background of the problem above, the researcher classifies the research problem into 2 problem formulations, as below:

1. What are discriminatory discourse topics presented in *12 years a Slave* movie?
2. What are discriminatory discourse strategies used in the *12 Years a Slave* movie?

Purposes of the Research

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

1. To find out the discriminatory discourse topics used in 12 years a slave.
2. To find out the discriminatory discourse strategies used in the 12 Years a Slave.

Significances of the Research

This research contributes both theoretically and practically. Theoretically, this research is expected to apply Van Dijk's ideological square theory of Critical Discourse Analysis in analyzing and identifying discriminatory discourse based on racial prejudice against black people in the context of movies, and it can be used to show how racism and other related theories are applied.

Practically, this research is expected to provide fresh light on the studies of racism portrayal for English language learners by employing Critical Discourse Analysis (CDA) to identify racism in the movie, this study is anticipated to generate reliable information that may be used as a resource to assess the racism in the movie and to provide readers and other scholars with useful information on CDA, and this study could also help lawmakers, such as government officials, mass media, and international organizations such as the Convention against Torture Initiative (CTI), solve the problem of racial discrimination in order to be implemented properly and humanely.

Definition of Key Terms

1. CDA : Analysis of the relationships between discourse, power, dominance, social inequality, and the discourse analyst's position in these social relationships
2. Discrimination : Disproportionate treatment of certain individuals or groups of people towards the characteristics, character and uniqueness of the race, giving rise to a negative impression or understanding of individuals or groups of people who have different backgrounds.
3. Slavery Movie : One form of mass media that has good audio-visual quality where this film tells about human life that gives moral messages to the audience.
4. Slavery : Humans who are not free or their status is taken away by people who have high social status to be forced to work and treated inhumanely, even slaves are equated with animals because they can be traded and exchanged with other slaves by their masters.
5. Black People : The black race in America has been defined as a distinct race by white people for centuries based on physical traits like hair and skin tone.

CHAPTER V

CONCLUSION AND SUGGESTION

Conclusion

Discourse Topics

White people represent black people as slavery (17,5) where black people are destined to be slaves in the bible and are determined by skin color; blacks as troublemakers (15%) where slaves are portrayed as criminal actor who upset societal calm, sabotage religious concord, and incite social discord; blacks as animal (12,5%) because of their similar characteristics; black as sexual slavery (2,5) Because slave women are forced into gratification of Her Master's Lust; blacks are uneducated or uncivilized group of people (12,5) because white people has labeled black people by the black race that were known to be stupid; economic discourse: blacks are marketable product (27,5) because it is profitable for slave owners and corrupt government officials to use slaves for “monetary gain and disposable labor; negative physical appearance (12,5) because black people have physical characteristics that white people claim are neither equal nor perfect in comparison to the white race. Therefore, it was found that there were 7 discourse topics regarding black presented by white people.

Discourse Strategies

To present the negative-others in discriminatory discourse, white people

used various discriminatory discourse strategies. in this research, it was found that were 9 strategies used including: the strategy of problematisation, and blaming the victims (scapegoating) (7%), metaphor (30%), prejudice strategy (7%), negative attribution (33%), labelling mechanism (17%), personal pronouns to show indirectness, normalisation of prejudice as common knowledge, and quoted utterances or quotations (3%)

As a result, this research has been completed and the research problem has been examined. The white people's persecution of black people was believed to be "the truth." According to character analysis, racism is what leads to discrimination towards black individuals. Discrimination towards black people is caused by prejudice that views them as typically being likened to animals, weak, dumb, and in need of assistance. Represented racism explaining racial exploitation certain profit just as much for one individual. Overall CDA have the notion that the settings social and cultural forms for strengthening group power certain in unexpected ways dominate and even oppress other groups Image formation and representation strong as people Whites are considered superior in many ways, in terms of behavior, emotion, and intelligence so that the view is created White people are always successful. Compared to the others Aside from that, people have power. Whites with the potential to be the savior of the other races are revealed clearly from this movie.

Suggestion

In this day, minorities now have more opportunities to speak out and demonstrate their opposition to the majority. More individuals are standing up for

minorities as a result of growing awareness of prejudice, including gender, sexual harassment, and racial discrimination. More discriminatory against black people is produced in many kinds of forms; however, discrimination using Van Dijk's ideological approach in the context of the movie is less developed compared to discourse strategies, discussions on discourse topics have never been or are still less developed in the context of movies. Therefore, the researcher suggests conducting further research particularly in the context of movie. As in this research, the information was gathered from a single source, a movie. It is also suggested for future studies to employ a wider range of data sources.

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