CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

In our daily lives, we are familiar with attitudes or opinions which show discrimination towards others. Discrimination is the unjust or prejudicial treatment of different categories of people, especially on the grounds of race, age, or sex (Oxford language dictionaries online). People usually discriminate against others in order to show a group identity. This group identity forms representation. The strategies for the realization of representation are the choice of words and relation between clauses (Hall 16).

The ways people discriminate against others are different one from another. People can show their discriminatory attitudes either blatantly or subtly. Through a blatant way, people can do practices such as making separate bus seats for whites and blacks which happened in Alabama years ago (Alabama Moments in American History). Through this regulation, the government directly showed discrimination towards blacks. The other way to show discrimination is through subtlety. One of the subtle ways is through texts published in mass media, which voice discrimination through certain strategies so as to make it accepted as the truth. I am interested in analyzing a text of this kind because I want to expose one of the many different views that people have in the society. Sometimes, people do not state

their opinion blatantly; thus, by analyzing a text, others can become aware of the meaning of that text.

The topic of white supremacy is also interesting for me because, up to the present time, it is still a problem in American society. Although the United States has Civil Rights and Liberties, promising freedom, justice and equality, I still find a certain number of people who show discrimination of other races and regard themselves superior to others.

When people express their discriminatory belief through a text, they involve the usage of discriminatory strategies within that text. According to Flowerdew et al., there are four major discriminatory strategies. These strategies are negative other presentation, scare tactics, blaming the victim and delegitimation. These strategies are applied in order to create group identity and to practise "othering others". One of the texts that involve discriminatory strategies is Gullet's "Wag The Dog". I use the theory of discriminatory strategies to reveal Gullet's thought about other races. My purpose in writing this thesis is to make the readers aware of the aim of a number of texts around them.

Text analysis has various purposes. Based on those purposes, we can find different types of text such as recount, instruction or procedure, argument, discussion, narrative, anecdote, report, explanation and description (Paltridge 109-111). In this thesis, I choose an argumentative text because it usually presents arguments 'to take a position on some issues, to justify, to persuade the reader or listener that something is the case' (Paltridge 109). Therefore, by analyzing an argumentative text, I can find out how a text producer presents his or her opinion to make the readers believe that their opinion is right.

In this thesis, I discuss a text which was made by Pastor Gullet. This text was made when he was in jail for committing a crime. Pastor Morris Gullet is the leader of Aryan Nations today, one of the country's best-known enclaves of anti-Semitic and white nationalistic groups in the United States. The main belief of his group is that white people are superior in every aspect to all others; therefore, he believes that white people must secure their existence by not mixing with people from other races (http://www.adl.org/learn/ext_us/aryan_nations.asp?xpicked=3&item=an). The text was made on the 8th November 2008. It was written as Gullet's reaction to the victory of President Barack Obama on the 4th November 2008. In order to have appropriate data, I took this text from the official website of Aryan Nations.

My topic belongs to text analysis and I discuss about how "the others" are represented by Gullet. However, I specify the discussion of "the others" to the representation of Barrack Obama, as the text was produced in reaction to his presidency. I choose to discuss this because the text contains a number of sentimental views on other races which lead us to the sense of othering others. Therefore, the significance of my study is to make readers realize that a person can create a text and apply discriminatory strategies in order to create certain representation of someone.

Based on the significance of my study, I formulate the title of my thesis as "Representation of Barack Obama through the Use of Discriminatory Strategies in Gullet's Wag The Dog, A Text Analysis". It is expected that my analysis of text will contribute to the world of linguistics, especially text analysis.

Word count: 759 words

1.2 STATEMENT OF THE PROBLEM

1. What discriminatory strategies are applied in Gullet's text to represent Barack Obama?

2. In terms of discriminatory strategies, how does Gullet's text represent Barack Obama?

1.3 PURPOSE OF THE STUDY

1. To show what discriminatory strategies are applied in Gullet's text to represent Barack Obama

2. To show how Gullet's text represents Barack Obama in terms of discriminatory strategies.

1.4 METHOD OF RESEARCH

Firstly, I began the research for this thesis with library research by reading some books related to text analysis, such as Flowerdew et al. <u>Discriminatory news dicourse: some Hong Kong data</u> and Martin and Rose's <u>Working With Discourse</u>, to be aware of the basic knowledge of text analysis and discriminatory strategies.

I browsed the Internet for the data. I also searched the Internet for information about the ideology and some information related to Pastor Morris Gullet. In order to get the appropriate data, I took most of the information from the website of Aryan Nations (www.aryan-nations.org). Finally, I drew a conclusion from the research I have conducted.

1.5 ORGANIZATION OF THE THESIS

The thesis is presented in four chapters. The first chapter is the Introduction, which consists of the Background of the Study, Statement of the Problems, the Purpose of the Study, Method of Research, and the Organization of the Thesis. Chapter Two consists of the Theoretical Framework, which is used to explain the approaches to analyze the data. Chapter Three is the Analysis of the Text. Subsequently, the analysis will be concluded in Chapter Four. At the end of the thesis, I put the Bibliography and the Appendix.