

CHAPTER FOUR

CONCLUSION

In this thesis, I discuss one text which is entitled “Wag the Dog” by Pastor Morris Gullet. As this text is produced as a response to Barack Obama’s being elected the president of the United States, I focus my discussion on the representation of Barack Obama. The conclusion which can be obtained from the analysis is that Barack Obama is negatively represented. Being different and as someone from the black race, Barack Obama is metaphorically described as a curse, a dog, and also ironically called as a shining glowing example of success. He is also attributed as a left wing socialist and a hero for the continued “Hoax of equality”. Three negative labels, an Arab, a non-Christian and a mongrel are attached to him to create an identity for Barack Obama who does not belong to the white race.

The strategies of scare tactics are also applied in the text. By mentioning that Barack Obama as a leader of the country is going to have policies that are harmful for the whites such as redistribution of wealth and unending and blind support for Israel, the text predicts the threat to the privileges and interests of the whites. Besides, some threats to the public order and political stability are also mentioned, such as the opposing political party Barack Obama is from and his policies that support the ‘others’. The use of a quasi-objective figure also makes a negative

representation of Barack Obama as he is portrayed as someone who contributes to America's financial loss.

In the text, Barack Obama is also blamed as the party who has created bad impacts on America. He introduces the idea of diversity and multiculturalism which destroy the whites' purity as a race. His economic policy brings problems such as crisis and debts to America. The United States' problems in the economy are also mentioned through the use of distortion. The text informs us about Barack Obama's presidential election which has spent a lot of money in conducting the campaign. Some of Obama's policies are considered to burden America as well as the white people, for example, allowing millions of illegal immigrants to enter America, the bailout policy and the big debt can threaten the stability in America.

As the writer comes from an anti-Semitic organization, Obama's representation in this text is also related to the Jews. Based on the text, Barack Obama is reported to win his presidency with the help and support of the Jews. It is shown from his honour to the Jews and his obedience to whatever the Jews' will is. Thus, the text applies the delegitimation strategy to show that Barack Obama tries to win the Jews by performing a Jewish ritual. This is considered against the Christian law as the Jews are seen as anti-Christ. The text also refers to and quotes some parts of the Bible to mediate and magnify voices opposed to the minority group.

Therefore, it can be concluded that having Barack Obama as the president of the United States is the same as bringing America into a destruction. Barack Obama can cause perilous economy, lack of employment, and low quality of education in America. As a black person, his being the president of America is improper as he is not from the holy race. He becomes a curse for America because his presidency breaks God's commandment so that he always brings calamities to America.

In terms of discriminatory strategies, I find that all strategies as put forward by Flowerdew, et al. are applied in the text. Thus, the text is highly discriminative and shows the writer's negative attitude toward the "other". Of the four strategies, the strategy most frequently applied is predicting threat to interest and privileges of the dominant group. It is applied in four data. It is often used because the writer of the text is the leader of a white nationalist group, a group that focuses on whites' importance in American society. Therefore, he tries to persuade his readers that his opinion is correct by mentioning things that can keep the whites from being the dominant race. The application of the strategy is right on the target as the text appears in a website dedicated to maintain the whites' existence.

The instrument for analysis in this thesis is discriminatory strategies by Flowerdew, et al. There are other linguistic instruments that can be used to deepen the analysis of the text. On the other hand, the method of analysis used in this thesis can also be applied to other texts. The text analysis can also be elaborated further to be a discourse analysis by analysing other texts related to this text and applying other theories such as Teun A. van Dijk's critical discourse analysis theory to find the writer's ideology.

Word count: 804 words