



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

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Abstract

This research investigates resistance discourse against gender discrimination in a US-based feminist magazine, *Ms.* by using Critical Discourse Analysis (CDA). This research focuses in exploring the discourse topics and discourse strategies employed in ten selected news and opinion articles published by *Ms.* The positive self and negative-other presentation derived from van Dijk's Ideological Square (2000) are used as the theoretical framework to analyze 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 including and interrelating with racism and democracy issues. Moreover, various discourse strategies were used to elaborate the discourse topics in the selected articles and to convey negative presentation towards the out-groups (e.g. patriarchy, authoritarianism) and positive self-presentation towards the in-groups (e.g. feminism, women).

Key words: CDA, resistance, gender-discrimination, discourse topics, discourse strategies, *Ms.* magazine

A. INTRODUCTION

Critical Discourse Analysis (CDA) is a type of Discourse Analysis (DA) that studies social and political issues, such as ideology, power relation, discrimination and inequality in texts (van Dijk, 2001). Rogers (2004) argues that CDA is not only a theory but also a method which function as a tool for the researchers to describe, interpret, and explain the connection between language and society in discourses. Therefore, CDA investigates the interrelation between the uses of language with the social or political contexts.

One of the central issues studied using CDA is discrimination. There are various issues of discrimination that can be explored in texts, such as

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discrimination against particular race, gender, religious groups, immigrants, etc. According to van Dijk (2001), CDA is a discourse analytical research that fundamentally investigates how social power abuse, dominance and inequality are enacted, reproduced and resisted by text in the social and political context. Therefore, CDA is not only used to expose the dominant or majority groups' ways to maintain their dominance and discursively discriminate the minority in discriminatory discourses but also to explore the resistance discourses produced by the minority or discriminated groups.

In discourse, the **discourse topic** is one of the most important elements as it's the core of what the discourse is about (van Dijk, 1977). Discourse topic is related to the clustering concepts related to the interlocutors' perspective in discourse that it becomes relevant and coherence (Todd, 2003). To elaborate the discourse topics, writers may employ various ways to achieve their goals. According to Reisigl and Wodak (2009), **discourse strategy** is a discursive practice plan that is intentionally employed to achieve certain social, political, or psychological goal through discourse.

In discriminatory discourse, through various discourse strategies, the discriminated groups are typically represented negatively, while the majority or dominant groups present themselves positively. To counter the discrimination; the negative attributions; and to defend themselves, the discriminated groups also can produce resistance discourse. In resistance discourse, the discriminated groups also use various discourse strategies to represent themselves positively or represent the dominant groups negatively. The strategies that are used by writers to achieve their goals in discourse are also known as **discourse strategies**. Van Dijk (2000) explained this tendency of the ideological representation into '**Ideological Square**' theory that can be summarized as *positive-self-presentation* and *negative other-presentation*.

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. Even though in the last few decades the old/traditional assumptions about gender and women have changed as the rising of modern feminism in the 1960s to 1980s (Rampton, 2008), women (along with other gender minority, such as the non-binary genders) still become the object of discrimination that can be seen in various forms, such as actions, speeches and writings and even some policies. To resist the discrimination and achieved equality, the feminist movement has risen and is still developing. With the changes in the cultural and socio-political conditions these days, freedom of speech allows women to get more opportunities to participate in the power struggle.

Supporting by globalization, the development of media and technology, it is easy to find resistance discourse against gender discrimination made by feminists (Drüeke & Zobl, 2012) from many places around the world in various forms of media, such as online magazine. One of the earliest feminist media that

bravely voicing feminism and criticizing gender discrimination is *Ms. Ms.* is not only a magazine that provides informative writings for women; it is also based on the ideology of feminism. Different from mainstream media, this non-profit magazine focuses in spreading the importance of gender equality and gender issues.

There were many CDA studies about resistance discourse against gender discrimination, such as: Lailawati, Islami, and Nursafira (2020); Parveen and Qadir (2019); Ramirez (2021); Aragbuwa (2021); Hamid, Bashid & Aulia (2021); Nartey (2020). Aragbuwa (2021) used van Djik's Ideological Square (2000) to examine the discursive strategies of positive-self and negative-other presentation used by victims of domestic violence in 15 narratives on a blog. This previous study focused on the women's resistance discourse against domestic violence. Another study by Nartey (2020) who used the combination of Feminist theories and CDA to investigate women's resistance discourse strategies of Ghanaian Feminist bloggers. Meanwhile, Hamid, Basid, & Aulia (2021) explored the resistance through the reconstruction of Arab women role in Arab-based media. Based on the previous studies, CDA studies on resistance discourse related to gender discrimination in feminist media are still limited. Moreover, the 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, still different places may have different problems on gender discrimination and also different ways to resist it.

Based on the explanation above, the researcher analysed the resistance discourse, in a form of online feminist magazine's articles. The researcher only focused in analysing the discourse topics and also discourse strategies employed in selected articles that containing resistance against gender discrimination. The discourse topics and discourse strategies were analysed by using *positive self* and *negative other- presentation* derived from Ideological Square approach by van Djik (2000).

B. RESEARCH METHOD

Qualitative method was used in analyzing the data as it involved examination and interpretation of qualitative data. In CDA studies, the researchers use CDA approach to analyze discourse which is non-numerical data, and then describe, interpret, and explain the relationship between language and particular social issue in the discourse. Therefore, this type of research is appropriate to be used for this CDA study to explain the resistance discourse. The data used for this research were excerpts, sentences, clauses, phrases and words that contain *positive self* and *negative other-presentation*, from 10 selected articles of a US-based feminist magazine. The source of the data was selected from news and opinions articles published in the digital/online version of *Ms. Magazine* in 2022.

C. RESULT AND DISCUSSION

1. Research Finding

From the analysis, in total, 190 data were collected from the ten selected articles. From the analysis, 9 discourse topics and 23 discourse strategies were found.

1.1 Discourse Topics

9 discourse topics were found. Some articles contained more than one discourse topics. Some articles also have similar discourse topics one with another.

a. Mainstream (corporate, for-profit) Media ignores Gender Discrimination Issues; Feminist Media are Better

Repetition of synonymous words ‘corporate’, ‘for-profit’, ‘commercial’, ‘mainstream’ media were found in the data. In the elaboration of this discourse topic, the *negative-other presentation* of commercial for-profit media was foregrounded. This discourse topic is included in two articles. The lack of effort and attention from the corporate-for-profit media to reports gender discrimination issues and to include gender perspective in their news was highlighted. While building up negative image and criticism towards corporate media, feminist media’s contribution (*positive self-presentation*) to serve more profound reports and discussion about gender issues to the public was emphasized.

b. Patriarchy and Authoritarianism are threats to Women’s Right and Democracy

Ms. is a feminist media; hence, it is apparent that patriarchy is negatively presented in the articles they published. In the analysis, it was found that the term ‘patriarchy’ was used along with ‘authoritarianism’ (i.e. the belief /principle that people must completely obey the authority; reject political plurality and freedom of action/thought) as *patriarchal authoritarianism*. This discourse topic was found in two articles. As both patriarchy and authoritarianism reject feminism and gender equality, *Ms.* published articles about this topic to resist both ideologies that contribute to gender discrimination. The negative impacts of patriarchal authoritarianism to women’s rights and also democracy of the people were elaborated in this discourse topic.

c. Women contribute to Women, Equality & Democracy

Despite negatively describing patriarchy, to influence the reader and challenge discrimination against women, in some articles, the positive contribution of women not only for their community to achieve gender equality but also to democracy in general were discussed. To resist the domination of men and patriarchy, *Ms.* published articles that contain discourse topic of women’s positive contributions to the society that conveys *positive self-presentation*. This discourse topic was found in four articles. The contribution of women’s organization and feminist movement to help other women in need, to address gender issues to be heard by the authority and to maintain democracy as the part of the ‘people power’ were highlighted.

d. Too many cases of Violence against Women

In this discourse topic, women are described as the victim of discrimination in a form of violence, such as domestic violence, violence at work, on the public places, etc. In the analysis, synonymous words ‘violence’, ‘abuse’, ‘harassment’, ‘assault’, are repeatedly found in the data. This discourse topic was discussed in three articles. To elaborate this discourse topic, the statistics of sexual abuse, harassment, and assault on women were presented. Through this discourse topic, the *negative other-presentation* was conveyed by discussing the lack of effort from the government to overcome this problem and the lack of publicity about violence against women cases in the mainstream media.

e. The Concept of Masculinity and Violence are linked

From the analysis, it was found in some articles that the concept of gender, especially the concept of masculinity and violence are related. This discourse topic was found in two articles. This discourse topic focuses on the concept of masculinity in patriarchy society that is taught and planted to men’s mind since they were boys. The conservative patriarchal concept of masculinity and how men should behave can lead to misogyny. Therefore, in this discourse topic, the masculinity concept of patriarchy ideology is negatively presented.

f. Gender Discriminatory Laws and Norms should be changed

This discourse topic allows *Ms.* to resist and question the gender discrimination that lies within the law and social norms. From the analysis, this discourse topic was found in four articles. In Article 1, the lack of formal law regarding domestic violence and the existence of law that disadvantage women were discussed. The writer also mentioned that the gender law and norms are disadvantageous for both women and men as in the traditional norm, men are pressured to always be tough and suppress their emotions and affection and hold full responsibility for their family’s prosperity. *Ms.* underlined that patriarchy also has negative impact to men. The authorities (who are in charge in making the formal law) and also the patriarchy rooted in social norms were negatively presented. *Ms.* do not only discussed discriminatory law, but also discussed the laws that have been made to overcome gender discrimination in society. In a positive way, *Ms.* shows support and positive views on the law to support gender equality.

g. Gender Earning Gap disadvantages (badly affecting) women

The unequal wage and earnings is still become a discrimination problem in the U.S. Gender wage & earning gap between men and women for the same job still exists. The women of colour even experienced worse regarding gender pay gap compared to white women. Despite better opportunities than the past, women and people of colour still face discrimination relating to work and opportunity in jobs. Women and also people of colour were described as the victims who are disadvantageous by the work paying system. This discourse topic was found in one article.

h. There's an intersection between Racism and Gender

From the analysis, this discourse topic emphasizes the solidarity and consensus between anti-racism ideology and feminism. The intersection of racism and gender was found in three articles. In this discourse topic, the writers discussed racism in gender issues and gender issues in racism cases. In Article 2 and 6, the multiple-discrimination experienced by women of colour was exposed. In Article 9, the writer took gender perspective on shooting incidents in the predominantly African-American neighbourhood in Buffalo in May 2022.

i. Not Enough Inclusion: Not Enough Women in Power

Nowadays, women get better opportunities compare to the past. However, the powerful and strategic positions at big media corporates, politics, and government are still much more dominated by men. To resist the domination of men and the unequal opportunities that apparently still exists, *Ms.* discussed this discourse topic in some articles they published. In this discourse topic, the main claim is that lack of power hold by women in media, politics, and other fields are the reasons of the lack of attention and actions to overcome women's issue and achieve gender equality.

1.2 Discourse Strategies

a. Actor Description

In the findings, the writers used this strategy to describe the in-group (*Us*) positively and the other people or groups (*Them*) negatively. This strategy was found in discourse topic 1, 2, 3 and 5. First, this strategy is used to describe women, feminist media, women's organizations and movements as the ones who put more attention to gender discrimination issues (compare to other organization controlled by men), help women and also the people in the progress of gender equality and democracy. This strategy was employed to convey positive self-present of the in-group

Datum 6.31 [Women's eNews](#), [Ms. magazine](#), [Bitch](#) and [Rewire News Group](#) do a far better job of covering women and women's issues than their corporate counterparts

This strategy was also used by the writers to negatively describe the ideas of patriarchy authoritarianism and toxic masculinity as can be seen in an excerpt below.

Datum 7.11 *Thus, alongside assaults on democracy, patriarchal authoritarians also promote increased state control over women's bodies; the subordination of women in public office and the workforce...*

b. Authority

This strategy is used as the authorized evidence to support writers' views or opinions. In the findings, the writers of the selected articles published in *Ms.* presented the discourse strategy of *authority* through quoting or citing experts/

scholars and prominent figures' (such as a sociologist, president, senator) opinions, researches and studies (such as *Stanford Center of Poverty and Inequality*), acclaimed organizations' or institution (such as *Project Censor*, a media-monitoring organization; World Bank report) and also other media reports (such as *The Guardian*). In addition, this strategy is not only used to present the out-groups negatively but also to present the in-group positively.

c. Comparison

This strategy was found in all of the nine discourse topics. This discourse strategy was mostly employed in combination with the strategy of *number of game* in discourse topic 4 and 7. Below are some excerpts that contain discourse strategy of *comparison*.

Datum 3.9 *Among undergraduate students, 26.4 percent of females and 6.8 percent of males experience rape or sexual assault through physical force, violence, or incapacitation.*

In the excerpt above, the writer of the excerpt compared the contrast high number of violence against women to the number of violence cases against men. The big gap of the number can provoke sympathy towards women.

d. Consensus

This strategy was employed by the writers to achieve the sense and feeling of solidarity and unity with other discriminated groups. This strategy was found in all of the nine discourse topics. In the findings, the writers used this strategy to relate to the discrimination and inequality experienced by women with the people of color. Moreover, this strategy was also used to unite and relate the idea of feminism and pro-democracy.

Datum 7.5 *Women's political power is essential to a properly functioning multiracial democracy,...*

In the excerpt above, the *the positive self-presentation* was conveyed by emphasizing the relation of women's politicians and feminists' to the functional 'multiracial democracy'.

e. Counterfactual

In the findings, this strategy was employed by the writer to intrigue/provoke the readers' sympathy about gender discrimination issue discussed in the articles. Below are some excerpts from the data that shows *counterfactual* strategy.

Datum 2.7 *If women's earnings were equal to men's, [poverty for working women would be reduced by half](#) and the U.S. economy would add \$482 billion to its economy—2.8 percent of the 2014 GDP.*

This strategy was employed to resist gender discrimination by proposing what the better situation would be if this problem was overcome and how worse the situation might get if the practice of discrimination (especially gender discrimination) in the society and law weren't fixed. By presenting the better that are not yet achieved and alarming the worse situation that might be occurred, the writer convey the *negative other-presentation* towards the government and authority who is in charge for the discriminating policies.

f. Disclaimer

Disclaimer was used as a statement of denial. this strategy was only found in discourse topic 1 and 9. In the findings, this strategy was employed to negatively present the corporate-for profit media.

Datum 6.21 *True, the CEO of the New York Times, Meredith Kopit Levien, is a woman, ... the editor-in-chief of the Washington Post, Sally Buzbee,.... But these few female decision-makers are far outnumbered by legions of male media executives, ...*

In the excerpt above, at the beginning, the writer mentioned the progress of gender equality in media by mentioning women who held powerful positions in corporate media. However, this then followed by contrastive conjunction 'but' and the statement that domination and power of men are still outnumbered those women in decision making.

g. Distancing

The strategy of distancing can be expressed through the use of words that imply distance between the in-group and out-group, such as through the use of demonstrative pronouns 'us' vs. 'them' (van Djik, 2000). It was found that in the selected articles, the writers mostly positioned as the third party who report the news, therefore the writers naming the actors directly, such as: 'women', 'the goovernment', 'the state', 'for-profit media', 'patriarchal authoritarians'. Pronouns 'they' or 'them' to make a distance to the out-group were hardly found. However, in Article 9 entitled *White Masculinity and the Buffalo Massacre*, the writer used third plural pronoun 'they' to make a distance to the shooter who are also young white men who join far right movement.

h. Dramatization/Hyperbole

The writers of the selected articles employed this strategy to strengthen their main point and to create stronger impression. This strategy was found in discourse topics 2, 4, 5 and 9. In the findings, this strategy was mostly used to convey *negative other-presentation*, such as the word ‘*heavily*’ was used to describe the domination of men in media corporations. Another word, ‘*abysmal*’ (i.e. extremely bad), and ‘*myriad*’ (i.e. countless; extremely great number) and ‘*too many*’, were used to describe the gender discrimination problems in the U.S.

i. Victimization, Empathy & Situation Description

The strategy of victimization and empathy are usually employed to resist many kinds of discrimination where women are usually disadvantaged and suffer. These strategies are usually employed along with *situation description*. In the findings, *victimization* was employed to describe women as the victims of gender-based violence, discrimination and war/conflict. Similarly, *empathy* was employed by describing the difficult situation or condition of the women as the result of discrimination and inequality. Even though *Ms.* heavily discussed about women as the victims, men is also described as victims. In the discussion about *Gender discrimination in law*, the writer did not only explain the negative consequences of gender-discriminating law on women but also on men.

Datum 1.18 *Men and boys are also adversely affected by gender laws and norms: They are denied protection from workplace harassment or domestic violence, unfairly expected to be a household’s primary breadwinner, ...*

j. Evidentiality & Example/Illustration

From the analysis, it was found that examples/illustration on negative consequences of gender discrimination practice experienced by women are employed to support negative claims of the out-group. Some negative consequences of gender discriminating law are presented. Those negative consequences reflect the negative views of the writer (and also *Ms.* who published the article) towards the gender discriminating law and policies made by the authority.

Moreover, the strategy of evidentiality was also employed by quoting the members of the out-group. In Article 9, which discussed *The Concept of masculinity and violence are linked*, the writer reported about the shooting incident in Buffalo, New York. The writer quoted murder manifesto made by the shooter, “*Men of the West must be men once more*” as evidence to support the writer’s view on the gender factor (beside racism factor) that also contribute as the other motivation of the shooting. However, this strategy is not only used to convey the negative other-presentation but also the *positive self-presentation*.

Some examples of women's important contribution to democracy and other women around the world were also presented in some articles.

k. Explanation

In the analysis of the selected articles, this strategy was employed to explain actions of the out-groups, and the consequences or condition related to their actions towards the in-group and society. This strategy was found in all of the nine discourse topics. It was employed to provide the readers a better understanding and insight about the causes or consequences of gender discrimination practice in the society. For instance, in a discussion about discourse topic *Patriarchy and Authoritarianism's are a threat to Women's Right and Democracy*, the patriarchal authoritarianism's scheme and hegemony to promote their ideology and strengthen their control over women and declines women's right and also democracy through policies and law were explained. This strategy was used by the writer to negatively represent the out-groups and also represent the feminism and women's organizations positively.

l. Illegality & Legality

It was found from the analysis that the strategies of illegality and legality were particularly used in the discussion about discourse topic 6, '*Gender discriminatory laws and norms should be changed*'. Some Acts and policies discriminating women are mentioned to negatively present the authorities (i.e. government and parliament) who are in charge for making such laws and policies.

In addition, the strategy of illegality was also employed in discourse topic 2, *Patriarchal Authoritarianism Threatening Women's Rights and Democracy*. The *negative other-presentation* of the autocrats was conveyed through this strategy as they were described to 'usurp' or illegally take over power and assault the rule of law, political expression, and fair election to maintain their control and power.

m. Implication

In the analysis, *implication* was used by the writers of the selected articles to vaguely address things that the readers have (supposedly) known. The traditional patriarchy concepts and views of men and women were implied. This implication was used to hint the discrimination, unfairness, and limited options for women from patriarchy's point of view. Through this strategy, the negative image of the traditional patriarchy and its values are implicitly built.

Datum 7.12 *Put simply, the patriarchal authoritarian worldview is that men are "men," while women are wives and mothers. Everyone else is a threat to the system.*

In the excerpt above, patriarchal authoritarianism views 'men' as 'men', an individual who have entitlement and privilege to have careers and freedom to decide their way of life. However, women are only seen as 'wives' and 'mothers'

who have to be *'in their place'*; the first two terms are usually associated with family and domestic life where women should take care of the children and become subordinate to the husbands. Moreover, the word *'threat'* was used to refer to women in the statement. However, the statement implied the opposite. The feminist's view on women (*'free'*, *'empowered'*) is presented in contrast with the negative patriarchal authoritarianism's view on women (*'threat'*, domestic).

n. Lexicalization

In the findings, the women, feminists/feminism, feminist media, and feminists/women's organization are presented and described with positive words. Meanwhile, the out-groups are presented and described by the use of negative words. In the discussion on discourse topic *Gender Discrimination in Law*, the discriminatory law, policies and norms are described as *outrageous*, *indefensible*, *harmful*, *absurd*, *stubborn*, and *damaging*. The government's effort for women inclusion in politics is described as *'pitiful'*. Meanwhile, women's fund organizations are positively describe as *'faster than traditional philanthropic channels'* and the feminist media were described to *'do a far better job'* in contrast with the corporate for-profit media. Moreover, women's political power was described as *'essential'* in functioning multiracial democracy.

o. Metaphor & Irony

To illustrate their points and to convey emotional meanings, writers can use figurative language, such as metaphor and irony, instead of literal words with concrete and rigid meanings. Metaphor was found in discourse topics 1, 2, 3, 5, 6 and 9. Meanwhile, irony was only found in discourse topic 2 and 5. In the findings, metaphors with negative meanings were employed to present the out-groups, such as: The word *'stripped'* was used to describe the repressive force of the authoritarians in declining women's rights and equality, and *'skin deep and fleeting'* was used to refer to the shallow presentation of women in corporate media's reports/news.

Similarly, ironic statements were also used to negatively present the pro-conservative patriarchal ideology. For instance, women who support conservative patriarchal ideology, were also ironically mentioned as in the following excerpt: *"...real men, including Marjorie Taylor Green,..."* (Datum 10.13). A congresswoman from Republican Party, Marjorie Taylor Green is ironically categorized as *'real men'* while in fact she is just a pro-patriarchy woman.

p. Norm Expression

This strategy is related to the normative nature of resistance discourses that opposes discrimination, injustice, and prejudice from the out-group(s). It includes the norm of what *should* and *shouldn't* be done by someone or some groups of people. From the analysis, this strategy was employed to urge the out-groups (the government/authority and corporate media) to take serious action regarding gender discrimination; the in-group (the feminists and women) to participate to fight for gender equality; and also the people of the U.S to end gender

discrimination. Pronoun ‘we’ was repeatedly used along to refer to the people of the U.S and it functioned to convey the sense of solidarity and equality of all people of the U.S.

q. Number of Game

From the analysis of the selected articles, this strategy was mainly used as facts of evidence and illustration to support the writers’ opinions and claims. This strategy was mostly presented in the form of statistics and rate that were obtained from reliable sources, thus this strategy was usually employed in combination with the strategy of *Authority*. Some of the statistics showed the comparison between men and women, such as the following excerpt: “*For one dollar earn by men, white women only get 83 cent; 75 for AAPI women; 58 for Black women...*” (Datum 2.3). The gap and the contrast number of earnings between men and women (and also women of color), and the high number of violence against women, the lower number of women in leadership positions in media and politic/government, are presented to underscore the lack of diversity and inclusiveness of gender and race in both government and media company.

r. Categorization & Polarization

The strategy of categorization is used to categorize particular group(s) into particular category, *Us* or *Them*, *good* or *bad*, etc. The categorization also reflects the polarization of the in-group and out-group(s). It is found in the analysis that *Ms.* emphasized two opposite categories of media, which are: feminist (which mostly non-profit media) and corporate for-profit media. The feminist, non-profit media are positively presented; meanwhile the corporate, for-profit media are criticized and (mostly) negatively presented. It can be seen in the following excerpt: ...[Women’s eNews](#), [Ms. magazine](#), [Bitch](#) and [Rewire News Group](#) *do a far better job of covering women and women’s issues than their corporate counterparts* (Datum 6.31)

2. Discussion

The analysis showed that to resist gender discrimination, *Ms.* chose various topics that are not only limited to gender discrimination issue but also including racism and democracy issue. The topics chosen are conveyed in the form of news and opinions about the latest or old issues that still relevant to the current situation. The discourse topics then elaborated through various discourse strategies of *positive self-presentation* of the in-groups and *negative other-presentation* of the out-groups (Van Dijk, 2000). The in-groups consist of women, feminist media and women/feminist organization. Meanwhile, the out-groups; patriarchy, authoritarianism, government, and corporate media, are constantly presented in negative ways. To convey positive self and negative other-

presentation, the discourse strategies are mostly used in combination with one another.

Ms. exposed and criticized the lack of attention from the corporate media in discussing women and gender issues. Meanwhile, *Ms.*, as a feminist media, presented feminist media positively. The opposite polar of positive *Us* vs. negative *Them* is more apparent as the feminist (non-profit) media are being compared (*comparison strategy*) to the corporate (for profit) media. The negative image of corporate media and positive image of feminist non-profit media are also conveyed through other strategies such as *actor descriptions* and *lexicalization*. Beside the corporate, for-profit media, Patriarchy and authoritarianism are also negatively presented. Feminist media strongly based on feminist ideology and naturally they denounce Patriarchy. Employing discourse strategies such as *lexicalization* and *hyperbole/dramatization*, the negative presentation of patriarchy and also authoritarianism were bluntly (and offensively) emphasized. Moreover, the parliament, government and authority that are in charge in the making and changing the discriminating laws against women and other gender minority were indirectly criticized. Not only women and other gender minority; all people (including men) were also described as the *victim* (victimization) of Patriarchy authoritarianism and gender discriminatory laws.

Furthermore, *consensus* was used to form solidarity between feminism and anti-racism and also democracy. *Ms.* repeatedly pointed out that feminism is not only focus in demanding for women's rights and gender equality, but it also is a part of democracy. Moreover, the 'double-discrimination' experienced by women of color in the U.S were exposed through some *example/illustrations* and statistics. Moreover, *Ms.* employed the strategy of *norm expression* by urging the corporate media and government to be more inclusive, not specifically for women, but also inclusive in terms of race. In addition, women were also urged to participate in politics or any other way they possibly do to pursue gender equality and to functioning democracy.

There are some different findings found in this research compare to the previous studies. For instance, the discourse strategies found in Aragbuwa (2021) are also found in this present research but in different context as the previous study was limited only to the resistance discourse against domestic violence written by the victims, meanwhile this present research investigate the resistance discourse against discrimination in a feminist media's articles which were written by the writers and then revised and selected by the editors. In Aragbuwa (2021), the polarization of *Us* vs *Them* are created between the victims and the abuser. Meanwhile, in this present research, the polarization is created between the feminists, women, gender minorities, and also including women of color (race minority) *versus* mostly the patriarchy & authoritarianism. There are some other important differences between the findings in this research with the previous studies. First, in addition to patriarchy, mainstream corporate media was also criticized regarding the way they inform public about gender and discrimination

issues. Second, to oppose patriarchy, *Ms.* do not only focus in women's issues, but also employed consensus or solidarity with race minority in the U.S. Third, the *positive self-presentation* of women and feminist organizations were also realized in consensus with the pro-democracy. Through this strategy, *Ms.* highlighted that women, anti-racism, and pro-democracy have the same enemy; the authoritarianism patriarchy.

Furthermore, the findings in this research show even though freedom of expression and democracy has been declared by many nations, gender discrimination still becomes an unsolved problem that apparently intertwined with other social issues in those nations, including the U.S. Feminist media serves an alternative insight (especially from gender perspective) into the social issues to raise awareness to the public about issues that are dropped by mainstream media.

D. CONCLUSION AND SUGGESTIONS

In conclusion, *Ms.* magazine produced resistance discourse against discrimination that strongly oppose any groups that discriminate women. *Ms.* published the resistance discourse in the form of news and opinions articles about various topics. From the analysis using Van Dijk's Ideological Square (2000), it can be concluded that *Ms.* resists gender discrimination by using *negative other-presentation* and *positive self-presentation* that were expressed through various discourse strategies. It is also worth noting that *Ms.* takes gender & feminist perspective in reporting various issues that not only limited on women's issues. It is important to pay attention to alternative media that shows different perspective or minority perspective to make better decisions to overcome issues about the minority, especially in a country full of diversity.

The awareness of gender discrimination is increased and more people take side with minority groups. More resistance against gender discrimination is produced in many kinds of forms, however, the number of CDA studies on Resistance discourse is still lower compared to CDA on discriminatory discourse. Therefore, the researcher suggests doing more study on resistance discourse. Moreover, *Ms.* criticized the corporate, for-profit media about the way they discuss gender issues. Therefore, for the future study, it will be worth and interesting to conduct a comparative CDA study on the resistance discourse published by feminist, non-profit media and by corporate, for-profit media. Moreover, the superior gender, men and the patriarchs, may also produce discourse to resist the negative presentation of men and patriarchy in the feminist discourses. Therefore, it will be interesting to study and compare such discourses.

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