DISCRIMINATORY DISCOURSES AGAINST BLACK PEOPLE IN *12 YEARS A SLAVE* MOVIE: A CRITICAL DISCOURSE STUDY

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Abstract

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 Dijks ideological square which focused on positive self-representation and 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 how white People portray themselves and other in their discourses based on their beliefs. From this movie being analyzed, the researcher has collected 44 datum that consist of the Positive-Self and Negative-Others presentation. By employing Van Dijk's Ideological Square, the researcher found out there are 7 discourse topics implied in movie' utterances. Furthermore, there are 9 discourse strategies used by white people in defending themselves.

Key words: CDA, Discrimination, Minority Group, Majority Group, Movie, Slavery, Black People

A. INTRODUCTION

Discriminatory discourse is used to create an unfavorable impression of someone else. 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 J. L., 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. CDA was born and pioneered by discourse figures such

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as Norman Fairclough, Ruth Wodak, Teun Van Dijk, and others. According to (Fairclough) in (Wodak, 2014, p. 308) 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.

The issue of discrimination that occurs to this day around the world has been reported worldwide through media such as in news, newspapers, and other social media platforms. 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". Ideological Square is creation of in-and out-groups necessitate the deployment of positive self-presentation and the negative self-presentation of others.

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 examines 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).

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 discusses the forms of discrimination carried out, which reeks of verbal and non-verbal abuse. Meanwhile, the current research uses Van Dijk's theory to examine positive-

self representation and negative-other 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 uses Van Dijk's theory to examine positive-self representation and negative-other 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 examines black people's promoting themselves positively and how white people portray black people negatively through Van Dijk's ideological square, which focuses on positive self-representation and negative-other 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 study focuses on the study of Van Dijk's ideological square in describing and identifying positive-self representation and negative-other representation. In this specific case, the researcher used this method to demonstrate how black people present themselves favorably and how white people present black people negatively.

The researcher examines 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 uses 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 focuses on positive self-representation and negative-other representation. The researcher uses this method to show how black people promote themselves positively and how white people portray black people negatively in this example.

B. RESEARCH METHOD

The researcher employed descriptive qualitative research in this research. methods to analyze the data to define, interpret, and explain how discourses generate and legitimize social disparities in a broad environment. According to (Vibha Pathak, 2013) qualitative research is used to understand people's beliefs, experiences, attitude, behavior, and interactions. Qualitative research methods can also help to develop a more in-depth understanding of developing challenges (Fossey, 2002, p. 718). So, in order to explain the facts and evaluate them using the current theory, the researcher decided to employ descriptive qualitative research since it is appropriate for this research.

The source of data for this research were collected from 12 Years a Slave movie. The data were collected and examined in the forms of characters' utterances in the 12 Years a Slave movie which contained positive representations of whites and negative representations of blacks. This movie has duration of about 2 hours 14 minutes.

C. RESULT AND DISCUSSION

1. Research Finding

After analyzing the data, the findings reveal that slaves have been discursively discriminated against. The researcher discovered that there are 7 discourse topics for the first research question. The discursive discrimination is created by presenting slaves negatively as, for example, 'Slavery, Blacks as Troublemakers, Blacks as Animal, Blacks as Sexual Slavery, Blacks are Uneducated or Non-Civilized Group of People, Blacks are Marketable Goals, and Negative Physical Appearance'.

For the second research questions, the researcher discovered that there are 9 discriminatory discourse strategies used by the slave owners present slaves negatively and present themselves positively. These strategies are 'the strategy of problematisation', 'Blaming the Victims (Scapegoating)', 'Metaphor', 'Prejudice Strategy', 'Negative Attribution', 'Labelling Mechanism', 'Quoted Utterances or Quotations', 'Personal Pronouns to Show Indirectness', and 'Normalisation of Prejudice as Common Knowledge'

2. Discussion

This section presents the discussion based on the findings of the research. It concerned about how whites present themselves positively and how whites present blacks negatively. The findings reveal that blacks have been discriminated against by whites by emphasizing the negative sides of black and ignoring the positive sides of blacks. On the other hand, whites claim to be superior by portraying themselves in very positive ways and ignoring the negative side of them. There are various discriminatory discourse made by whites aimed at blacks by raising several topics in this movie. The following are the discourse topics found along with the strategies used:

Slavery, here people who have black skin are destined to be born and bred as a slave and that's something legalized by the law proved by a documentary of the slave's important files. There are various discourse strategies used to present that blacks are slavery by using strategies such as strategy of problematisation, prejudice strategy, normalisation of prejudice as common knowledge, negative attribution, labelling mechanism.

Blacks as Troublemakers, the black people are viewed as a danger, a cause of conflict, the creator of the problem, and criminal actors. There are various discourse strategies used to present that black as troublemakers by using strategies such as problematisation, and blaming the victim (scapegoating).

Blacks as Animal, the black people comparing to animals not as human to show the difference between the two of them. the discourse strategies used to present blacks as animals by using strategies metaphor.

Blacks as Sexual Slavery, the black people became the gratification and often forced to satisfy her master's lust. The discourse strategy used to present that black by using negative attribution.

Blacks are uneducated or uncivilized group of people, here black people as a group of people who cannot read and write. So, labeled as a fool and allocated to work, not for academics. The discourse strategy used to present that blacks are uneducated or uncivilized by using labelling mechanism.

Economic Discourse: Blacks are Marketable Goals, here blacks are considered for monetary gain, financial gain, and human disposal. The discourse strategy used to present that blacks are marketable goals by using negative attribution.

Negative Physical Appearance; here black people as unfavorable attitudes, judgments, and unjust treatment based on their race and skin color. The discourse strategy used to present that blacks are negative physical appearance by using negative attribution.

In sum, one discourse topics can be represented through several discourse strategies. The majority who has complete power over the minorities lead to their freedom to make various discriminatory discourses so that the minorities look worse. As a result of discourses that are labeled to blacks, it leads to legal injustice that makes people who are innocent then become guilty and imprisoned.

There are various discriminatory discourse made by blacks by raising several topics in this movie. The following are:

In the strategy of problematisation in this analysis, black people are viewed as a danger and a cause of conflict. The perception in society that the continued presence of slavery (particularly involving black people) may turn into a significant societal issue can be stoked by discursive presentations of threat and troublemaking. It appears that the discriminatory activities against black people are being supported and justified by claims that they are troublemakers and the root of societal unrest.

In the strategy of blaming the Victims (Scapegoating), the discursive technique of placing blame on the victims serves to further promote the bad portrayal of black people. This strategy is also known as "scapegoating" because it places all blame on the victim rather than the offender (Gruber, 1997) in (Flowerdew J. , 2011, p. 228). Black people are portrayed unfavorably as criminal actors as a result of the victim-blaming approach since white people have previously provoked conflict and violent attacks against them. The black people in this situation are both the ones who are harmed and accused of being the troublemakers.

In the strategy of metaphor, most of the slave owners refer to black people as animals. Through the utilization of certain characters from other entities, this technique was employed to portray people both favorably and unfavorably (Irawan, 2019, p. 49).

In the strategy of prejudice, the assumption of slave owners toward black people is that they are uneducated. They underestimated the abilities possessed by the black race that were known to be stupid. According to (Van Dijk, 1990, p. 169) prejudice strategy is primarily arranged using categories such as origin and presentation, socioeconomic objectives, sociocultural norms and beliefs, and personality in society.

Negative Attribution is used to deliberately attach unfavorable characteristics to particular persons or social groupings, this strategy used by slave owners toward slaves are associated with negative traits, such as process of trafficking in persons, slaves can be traded in the market like merchandise, property, bastard, murder, debt redemption tools, bitch, liars, deaf and dumb.

Labelling Mechanism is the labeling process promotes negative values. In this finding, black people were labeled as stupid races that couldn't write and read sexual slavery for her master, slick, and idler.

In the strategy of quoted utterances or quotations used by majority to exaggerate the use of specific voices from people or groups to make other people's depictions in text more negative (Belmonte I. A.-R., 2010). In this finding, it shows that slave owners read one of the gospels in order to justify and support their actions or ideologies. Quotations in the gospels are used to justify their discriminatory actions because no one dares go against the laws of religion.

In the strategy of personal pronouns to show indirectness employed by text creators in order to hide their discriminatory beliefs by not explicitly naming persons or groups that are the target of their messages This technique also refers to the pronouns "we" and "they" to show the difference between "in-group" and "out-group." The use of indirectness to show the difference between white people and black people is the pronouns "she", "them", and "they" which refer to black slaves, while the pronoun "us" refers to white people.

In the strategy of normalisation of prejudice as common knowledge assumes that the bad traits of some people or groups as natural, real, and normal (Gotsbachner E. , 2001). For example in finding, the negative characteristics were found, such as that none of the slaves are good at fighting and they can't change the prejudice. This is in according to what (Irawan, 2019, p. 53) said "the normalization is demonstrated by the fact that minorities exhibit undesirable traits from birth and are unable to modify them since they are embedded in their nature.

Based on the explanation above, it can be concluded that the main function of these discourse strategies is to investigate the discursive negative representation experienced by individuals or minority groups.

The results of this research are consistent with (Hartono, 2016). In his research, he looked at how much prejudice leads to racial discrimination. Two discourse topics were identified in the previous research: the economic aspect and the legislation of slavery. In this previous research, there are two discourse topics found, are economic discourse: 'blacks as marketable goals', and 'slavery'. Added with one discourse strategy is prejudice. Moreover, the findings in this research also share similarity with (Wirianto, 2017). In his research, slaves are more suited for the workforce than for academics. Most of the topics found in this previous research were also found in this present research.

However, despite the similarities, there are some the differences findings found in this research. For instance, in previous research used sociological approach by S.Dale McLemore's, while in the current research used CDA of Van Dijk's ideological square to find out the discriminatory against black people. So that this study can prove that discrimination actually occurs, and this research

expected to shed a new light the studies of racism in the movie as well as helpful knowledge for understanding CDA.

D. CONCLUSION AND SUGGESTIONS

As a result, the research question for this study was "What are discourse topics provided and discourse strategies employed in the 12 Years a Slave movie". This research has been completed and the research problem has been examined. The analysis employed Van Dijk's (2013) ideological square to describe and distinguish between positive-self representation and negative-others representation in 44 of the movie's utterances that depict white people at the time. That argument was utilized to explain 44 datum points that showed racial discrimination brought on by prejudice. According to character analysis, racism is what leads to discrimination towards black individuals. Discrimination against black people is caused by prejudice that views them as typically being likened to animals, weak, dumb, and in need of assistance.

In essence, discrimination awoke preconceived notions, but in this research the use of CDA's Van Dijk ideological square (2013) in describing and identifying positive-self representation and negative-others representation better examines on the issue of racial discrimination by white people against black people to prove that movies can be used as discourse to convey messages about discrimination, a contributing element to discrimination in American culture is the paradigm that has emerged in the society that blacks are less valuable.

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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