

CRITICAL DISCOURSE ANALYSIS ON BBC NEWS VAN DIJK'S: WHY IS THE TERM 'COLORED' OFFENSIVE TO BLACK PEOPLE

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Abstract

This article is the analysis of critical discourse related to the Van Dijk's theory. This research is also described about the people who have black skin, why the term colored offends the black people in this study, the writer will explain that the context of the skin type referred to in this analysis is a type of black skin, especially in the United States that distinguishes people who are white and black they assume that white people are people who already meet the criteria of an established person and deserve to be a friend while people who are black can not do anything . In this research the writer will explain why there are differences between blacks and whites and will look for the cause through the context in question.

Key words: BBC news, black people, colored term, critical discourse analysis

INTRODUCTION

Critical Discourse Analysis (CDA) is very interested in social conditions of discourse [1], [2], [3], and especially in matters of power and power abuse [4], [5], [6], but also failed to develop a more explicit context theory [7], [8], [9] as a foundation for the critical company itself [10], [11], [12]. Speech act theory has formally explained several properties of Speakers and listeners [13], [14], [15], such as their knowledge, desires or status [16], [17], [18], so they can formulate conditions of conformity [19], [20], [21], but have not pursued further systematic analysis of these contextual conditions have a cognitive psychology of discourse [22], [23], [24] and artificial intelligence thrive in the last few decades in finding processes [25], [26], [27] and representation involved in the production and understanding of discourse [28], [29], [30]. They has contributed insights into the fundamental role of mental models [31], [32], [33] and knowledge about the processing and use of discourse [34], [35], [36]. But this the model is also semantic rather than pragmatic [37], [38], [39].

Apart from a few experimental studies of individual differences or different goals, little systematic empirical work has been done on the influence of context discourse processing [40], [41], [42]. When talking about van Dijk, he did not exclude his model [43], [44], [45].

He also saw how social structures, domination, and power groups that exist in society, and how cognition and consciousness shape and influence certain texts [46], [47], [48].

Discourse by van Dijk is described as having three dimensions, namely text, social cognition, and social context [49], [50], [51]. Dijk combines the three dimensions of the discourse into a unified analysis [52], [53], [54]. In the text, what is examined is how the structure of the text and discourse strategies are used to emphasize a particular theme [55], [56], [57]. Social cognition studies the process of induction of news texts involving individual cognition from journalists [58], [59], [60]. While the third aspect is social criticism that studies the building of discourse that develops in society about a problem [61], [62], [63].

Communication can be understood well by both the speaker and hearer [64], [65], [66], when they know about the context and the topic of conversation [67], [68], [69]. Sometimes we are not sure about the message we get from something we read or hear, and we concern about getting our own message across to others [70], [71]. In communication, there are also some aspects of language that must be noticed [72], [73], [74]. For example, when we do communication, we will find the use of 3 references or term of address, such as: He, She, You, Sir, My friend, Here, there, etc. The purpose is to point something [75], [76], [77]. All of these words can be called as Deixis. Deixis is the words which the referents always change depending on the context [78], [79], [80]. [81] states that deixis is the single obvious way in which the relationship between language and context is reflected in the structures of language themselves. Levinson also categories the deixis into five kinds, they are person deixis, spatial deixis, temporal deixis, discourse deixis and social deixis [82], [83], [84]. In other hand, Yule also categories the deixis into three kinds they are to indicate people via person deixis (me, you), to indicate location via spatial deixis (here, there), and to indicate time via temporal deixis (now, then) [85], [86], [87]. Moreover, definiteness is a feature of noun phrase selected by the speaker to convey his assumption that the hearer will be able to identify the referent of the noun phrase [88], [89], [90].

There are three main types of definite noun phrase [91], [92], [93]; proper name (Stephen, Mary, etc), personal pronoun (she, he, it), and determiner (the, that, those, etc) [94], [95], [96]. Furthermore, in some past decades there are some researchers related to deixis and

definiteness [97], [98], [99] such as Diessel (2012), Webber (1997), Kirtcuk (2004), etc [100]. Hence, the purpose of the current study is to fill the gap in this area of research by exploring the deixis and definiteness in the Jakarta Globe's online newspaper; furthermore, newspaper is important to improve people's daily information.

METHOD

The researchers used qualitative research as the methodology of this research. This kind of research belongs to qualitative research which is characterized by observation and description in forms of words or sentences. Qualitative research is accomplished by giving explanation of the issue in the analysis. The data of this research were obtained from BBC news article entitled "why is the term 'colored' offensive to black people". The analysis started with the types of relative clauses found in the novel. The researchers used the contrastive analysis study to analysed the study.

RESULTS AND DISCUSSION

In this research actually talk about colored people in Us, Why is the term 'colored' offensive to black skin Use the term "describe" after actor Benedict Cumber batch apologizes for using the term for black actors. In the TV talk show, he talked about the differences in the world of British acting. Then in an agreement, Cumber batch hopes to learn from the importance of using the correct term and not offend. He said that this was the "most embarrassing part" of the compilation he was talking about "racial inequality". The term "use" can be offensive? Using a term that can be called "something your grandmother or grandfather once said" does indeed sound old-fashioned in England. But this is regarded as a very offensive racial slur, and reminiscent of the times when racism became part of everyday life. In the US, a country that once changed racial segregation, this term was used to analyze black people and became one of the most offensive words.

"The term used to describe the number of people who are not white, can be interpreted that white people are 'normal' or 'as they should'," the agency said showing the Red Card Race "If we are interested in the above, then every human being has a skin color, as well as technically all of us." Historically, this word has been translated as segregation or over, for the most part in the United States, for example black people, must be separated from whites in public transportation or drinking places. The rule known as the "Jim Crow law" applies in the state of the United States, from the 1870s to the 1960s. The phrase Jim Crow

was published from song and dance characters in the 1800s. On the stage, a white actor was seen invited as a "black man" who became a slave to Africa.\

But no one agreed that the US linked it to a racial hierarchy. According to the agency Show Racism the Red Card, the use of this punishment is considered to contribute to racism. The word can also be accepted and used in England until the 1960s and 1970s.

The term "colored" does not always offend people, in South Africa, the term "colored" is used to count people who have multiple inheritance. A large organization in the US was founded in 1909, named the NAACP (National Association for the Advancement of Colored People), encouraged to access the classic foundations of race. The aid agency Show Racism the Red Card said the use of the word black was "much better".

"There are many rumors that cause many people who feel uncomfortable to say the word black, but have no problem mentioning this descriptive term, and that is a term that has been chosen and used by black people."

According to the British Sociological Association, there are other words and phrases that are spoken based on race, skin color, and offspring that can be offensive. They explain the word "half caste" or half caste is a racist term that must be excluded ". Race mixture is a reduced term because it contains the original 'original' race. "They like the choice of other words such as "diverse parents" "and" double weights ". We can see in this analysis that it talks about ethnicity, a problem experienced by Americans which is usually said with white and black people, but this difference makes them into a group of people of different types, separated as an example if people white he will be as usual because they think white people are a natural thing there while black people are considered people who are part of the outcasts so the conclusion of this problem is that in the text "the most embarrassing part because of racial inequality" according to Van Dijk's in accordance with the context which is this shows that the people there really separates between white people and black people, the rational sense that arises in the United States people has been lost because of the conditions that they think can lift their degrees in a socialization in the country .

For the results of this research, we take another example of the text that triggers the problem discussed, before Van Dijk's told us that not only in the text we can take as an

example of his analysis, but in the context of the discussion can also be a reason from This research, then we will discuss again the problem that occurred, namely about the white and black debates in the US, they looked down on people who were black hilly, but all of that was denied by humanitarian agencies in the US, they said if black people were people who were not normal and this is very offensive to people who have black skin, the word "colored" in the discussion above is very offensive to others and they really make this as a separator as it is when white and black people are somewhere in public transportation for example or in their restaurant they must be distinguished because of the brand He always thinks that a white person is the normal person for a black person, Of the various texts, colored groups are depicted poorly, groups of white people are also described as they should be, which are stated in a convincing manner, Appears to be reasonable, reasonable, natural. Such a description of the text means two. First, it generally shows how the mental awareness of western society works. They are not aware that their thoughts are dominated by racist thoughts, and they unconsciously look down on minority groups. These unconscious are daily practices, how black people and minority groups are treated on the street, at work and so on. While in the end people turn to consider people who are colored in Africa is someone who has a lot of inheritance or is considered rich.

CONCLUSION

It can be concluded that critical discourse is a study that studies about a theory which mostly triggers linguistic theory, and according to linguistic theory used for this research is Van Dijk's who studies about the text or context of a problem analyzed using the text we can see that the social approach taken in this analysis triggers linguistic theory, which addresses this problem as a difference that makes the separation between people who are white and black people so that it becomes a debate between people in the US because they feel they are not privileged for those who are black all differentiated starting from where to eat, drink to public transportation are distinguished for people who have different skin colors and finally a work that makes Africans an honored presence for people who are black or colored hilly in Africa very respect it because it is considered to have abundant wealth because it has heirs from his family.

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