

**STANDPOINTS OF AMERICAN MEDIA ON SERENA
WILLIAMS' SEXISM ISSUES**

THESIS

By

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**DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
MAULANA MALIK IBRAHIM STATE ISLAMIC UNIVERSITY
2019**

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THESIS

Presented to

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in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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2019**

STATEMENT OF THESIS AUTHORSHIP

I, Siti Mutmainah, hereby declare that this thesis is my original work. The work presented in this thesis is conducted by myself, to accomplish the requirement for the degree of Sarjana Sastra (S.S) in English Letter Department, Humanities Faculty, Maulana Malik Ibrahim State Islamic University of Malang. It does not incorporate any material previously written and/or published by another person, except those which are indicated in quotations and bibliography. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, 13 November 2019



Siti Mutmainah

APPROVAL SHEET

This is to certify that Siti Mutmainah's thesis entitled "Standpoints of American Media on Serena Williams' Sexism Issue" has been approved for thesis examination at faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S).

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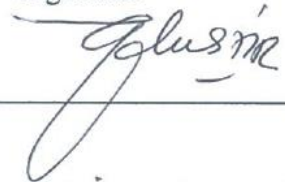
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MOTTO

“Individual cultures and ideologies have their appropriate uses but none of them erase or replace the universal experiences, like love and weeping and laughter, common to all human beings.”

— Aberjhani, Splendid Literarium: A Treasury of Stories, Aphorisms, Poems, and Essays

DEDICATION

This thesis is proudly dedicated to:

My beloved parents

Bapak Jumita and Ibu Sunani (Alm)

For their endless greatest love and prayer.

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Alhamdulillah, all praises belong to Allah SWT, which always gives me formidable ways and opportunities to study many things. Sholawat and Salam are also delivered to the Prophet Muhammad SAW bringing Islam as the religion of *rahmatan lil al-amin*.

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I am fully aware that my thesis is still far from perfection. Therefore, I always hope for any constructive comments, criticisms, and feedback for my study improvement to help the next researchers conduct much better research.

Malang, 13 November 2019

Siti Mutmainah

ABSTRACT

Mutmainah, Siti (2019) *Standpoints of American Media on Serena Williams' Sexism Issues*. Undergraduate Thesis. Malang: Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Dr. Meinarni Susilowati. M.Ed

Key word: Standpoint, American Media, Serena Williams, Sexism

This research analyzes American media's ideological standpoints on Serena Williams' sexism issue. Since Serena Williams' sexism issue has exploded, it is valuable to scrutinize the ideological standpoints of media because, as the media, they have a significant role in influencing the perspective of society. The media involved are CBS News, CNN, and Teen Vogue. In this case, each news media has its ideology in portraying Serena Williams' sexism issues, which is reflected in the news posted on their website. Therefore, this study is proposed to answer (1) What are the standpoints of CBS News, CNN, and Teen Vogue toward Serena Williams' sexism issue?

This research is a critical discourse analysis study. The data were obtained from the news about Serena Williams' sexism issue published by CBS News, CNN, and Teen Vogue. Yet, the researcher uses Fairclough's (1989) three-dimensional framework and relies on Sandra Harding's (1986) standpoint theory in analyzing the data. Thereby, the researcher focuses on the linguistic and discursive aspects of the news discourse, which contain the standpoints of each media. As a result, 9 data related linguistic and discursive aspects were found with the remark of the standpoints of CBS News, CNN, and Teen Vogue.

The results showed that CBS News, Teen Vogue, and CNN use linguistic elements such as modality in terms of grammatical properties and nominal substitution in case of coherence device to project their standpoint on Serena Williams' sexism issue. Not only that, but those media also frequently utilize the intertextuality text to strengthen their standpoint on Serena Williams' Sexism issue. Some of them also use rhetorical expressions like synonyms and metaphors to attract the readers to the main idea they attempt to deliver. Furthermore, all the media argue that women are still the marginalized group. Therefore, they don't agree with gender discrimination in the sport since men and women have positions, so t, so they should also. Hence, their news portrays Serena Williams' position and helps her vocalize loudly gender equality in sports.

It is recommended to investigate more comprehensively the ideological standpoints of the media toward the sexism issue since, in reality, the practice of gender discrimination still exists. Thus, examining the ideological standpoint of the media toward other sexism issues is worth trying. Moreover, analyzing the impact of the standpoint of the media on society can also be a promising study.

ABSTRAK

Mutmainah, Siti (2019). *Sudut Pandang Media Amerika terhadap Isu Seksisme Serena Williams*. Thesis. Jurusan Sastra Inggris, Fakultas Humaniora, UIN Maulana Malik Ibrahim Malang. Penasihat: Dr. Meinarni Susilowati. M.Ed

Kata kunci: Sudut Pandang, Media Amerika, Serena Williams, Seksisme

Penelitian ini bertujuan untuk menganalisis sudut pandang ideologis media Amerika terhadap isu seksisme Serena Williams. Karena isu seksisme Serena Williams mencuri perhatian masyarakat, mengamati sudut pandang ideologis media menjadi karena sebagai media massa, mereka memiliki peran penting dalam mempengaruhi cara pandang masyarakat terhadap sebuah ideologi. Dalam hal ini, media yang terlibat adalah CBS News, CNN, dan Teen Vogue. Setiap media memiliki ideologi masing-masing dalam menggambarkan isu-isu seksisme Serena Williams. Hal tersebut tercermin dalam berita yang dimuat di situs web mereka. Oleh karena itu, penelitian ini hadir untuk menjawab pertanyaan (1) Apa sudut pandang CBS News, CNN, dan Teen Vogue, terhadap isu seksisme Serena Williams?

Penelitian ini merupakan penelitian analisis wacana kritis. Data yang digunakan dalam penelitian ini diperoleh dari berita tentang kasus seksisme yang menimpa Serena Williams yang diterbitkan oleh CBS News, Teen Vogue, and CNN. Selain itu, penelitian dilakukan dengan teori three-dimensional framework dari Fairclough (1989) dan juga teori sudut pandang dari Sandra Harding (1989). Oleh karena itu, peneliti fokus dalam menganalisis aspek linguistik dan diskursif teks yang merefleksikan sudut pandang media-media tersebut. Kemudian, peneliti mendeskripsikan serta menginterpretasikan data yang telah terkumpul menggunakan teori yang relevan. Dalam hal ini, peneliti menemukan 9 data yang merupakan aspek linguistik dan diskursif yang menunjukkan sudut pandang media-media tersebut.

Hasil penelitian menunjukkan bahwa CBS News, Teen Vogue, dan CNN menggunakan unsur-unsur linguistik seperti modalitas dalam hal gramatikal dan substitusi nominal dalam hal perangkat koherensi untuk memproyeksikan sudut pandang mereka dalam isu seksisme Serena Williams. Tidak hanya itu, media-media tersebut juga sering menggunakan teks intertekstualitas untuk memperkuat sudut pandang mereka dalam kasus seksisme Serena Williams. Beberapa dari mereka juga menggunakan ekspresi retorik seperti sinonim dan metafora untuk membuat pembaca lebih memahami situasi yang mereka gambarkan. Selain itu, pandangan ideologis dari semua media adalah mereka tidak setuju dengan diskriminasi gender dalam olahraga karena laki-laki dan perempuan sebenarnya memiliki posisi yang sama sehingga mereka juga harus diberikan perlakuan dan kesempatan yang sama. Oleh karena itu, berita yang ditulis menggambarkan posisi Serena Williams dan membantunya menyuarakan kesetaraan gender dalam olahraga dengan lantang.

Untuk peneliti berikutnya, sangat direkomendasikan untuk mengkaji secara lebih komprehensif sudut pandang media terhadap isu seksisme karena pada kenyataannya praktik diskriminasi gender masih sering terjadi. Oleh karena itu, mengkaji sudut pandang media terhadap isu seksisme lainnya patut untuk dicoba. Selain itu, menganalisis dampak dari sudut pandang media di masyarakat juga layak untuk diteliti.

نبذة مختصرة

المؤتمنة ، سبتي. 2019. وجهة نظر إيديولوجية لأخبار وسائل الإعلام الأمريكية على الإنترنت حول قضية التحيز الجنسي لسيرينا. أطروحة. مالانج: قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، UIN مولانا مالك إبراهيم مالانج.

المستشار: الدكتور مينارني سوسيلواتي M.Ed .

الكلمات المفتاحية: وجهة النظر الأيديولوجية ، وسائل الإعلام الأمريكية عبر الإنترنت ، سيرينا ويليامز ، التمييز الجنسي

النظر الأيديولوجية لوسائل الإعلام الأمريكية حول قضية التحيز الجنسي لسيرينا ويليامز. نظرًا لأن قضية التحيز الجنسي لسيرينا ويليامز تستحوذ على انتباه الجمهور ، فإن مراقبة وجهة النظر الأيديولوجية لوسائل الإعلام تصبح لأن وسائل الإعلام تلعب دورًا مهمًا في التأثير على منظور الجمهور للأيديولوجية. في هذه الحالة ، وسائل الإعلام المعنية هي CBS News و CNN و Teen Vogue. كل وسيلة إعلام لها أيديولوجيتها الخاصة في وصف قضايا التحيز الجنسي لسيرينا ويليامز. ينعكس هذا في الأخبار المنشورة على موقعهم على الإنترنت. لذلك ، هذه الدراسة هنا للإجابة على الأسئلة (1) ما هي الجوانب اللغوية و / أو الخطابية التي تستخدمها CBS News و CNN و Teen Vogue في الإبلاغ عن قضية التحيز الجنسي لسيرينا ويليامز؟ (2) ما هي وجهات النظر الأيديولوجية لقناة CBS News و CNN و Teen Vogue بشأن الأخبار المتعلقة بقضية التحيز الجنسي لسيرينا ويليامز؟

ومن الناحية المنهجية ، يستخدم الباحث دراسات تحليل الخطاب النقدي ، وخاصة إطار فيركلاف (1989) ثلاثي الأبعاد. البيانات المستخدمة في شكل أخبار مأخوذة من الموقع الرسمي لكل وسيلة إعلامية. وبعد إجراء البحث توصلت الباحثة إلى 10 بيانات تبين الجوانب اللغوية والخطابية التي تحتوي على وجهة النظر الأيديولوجية لوسائل الإعلام.

أظهرت النتائج أن CBS News و Teen Vogue و CNN استخدموا عناصر لغوية مثل الطريقة في المصطلحات النحوية والاستبدال الاسمي من حيث أجهزة التماسك لعرض وجهة نظرهم حول قضية التحيز الجنسي لسيرينا ويليامز. ليس ذلك فحسب ، فهذه الوسائط غالبًا ما تستخدم أيضًا نصوصًا متداخلة لتعزيز وجهة نظرها في حالة التحيز الجنسي لسيرينا ويليامز. يستخدم البعض أيضًا التعبيرات الخطابية مثل المرادفات والاستعارات لجعل القراء يفهمون بشكل أفضل المواقف التي يصفونها بالإضافة إلى ذلك ، فإن النظرة الأيديولوجية لجميع وسائل الإعلام هي أنها لا توافق على التمييز بين الجنسين في الرياضة لأن الرجال والنساء لديهم نفس الشيء في الواقع. موقف بحيث ينبغي أيضا أن يعاملوا على قدم المساواة والفرص. لذلك ، وصف الخبر المكتوب موقف سيرينا ويليامز وساعدها على التعبير عن المساواة بين الجنسين في الرياضة بصوت عالٍ. بالنسبة للباحث التالي ، يوصى بشدة بإجراء دراسة أكثر شمولاً لوجهة النظر الأيديولوجية لوسائل الإعلام حول قضية التمييز على أساس الجنس لأنه في الواقع لا تزال ممارسة التمييز بين الجنسين شائعة. لذلك ، يجدر محاولة فحص وجهة النظر الأيديولوجية لوسائل الإعلام حول قضايا التمييز الجنسي الأخرى. بالإضافة إلى ذلك ، فإن تحليل التأثير من وجهة نظر وسائل الإعلام على المجتمع يستحق البحث أيضًا.

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CHAPTER I INTRODUCTION

This chapter demonstrates the background of the study, statement of the problems, objective of the study, scope and limitation, significance of the study, definition of the key term, and research method.

A. Background

The knowledge about the world leads people to take their standpoint toward something. Nevertheless, the disparity in how people apply the method of knowing and interpreting is the effects of the social-cultural markings that the individual creators make as their products of thought as dealing with problematics, concepts, theories, objective methodologists, and transcendental truths that exist in this world (McCarthy,1996). Thus, it can be an acceptable argument to state that an individual's standpoints are formed by their social and political experience.

The social boundaries that bear an oppressed group and dominant group in society constrain anyone scrutinizing an individual's standpoint to contemplate the power that certain authority exerts. Moreover, several points appear in the standpoint theory fields. In this case, the epistemology of the standpoint theory is derived from Karl Marx's argument of class relation in capitalism. First, he emphasizes that the circumstances of life in the new mode of production build the consciousness of the individuals in practicing it (Shahzad, 2015). Therefore, individuals evolve their

material production and material relation, in turn, along with their real existence, their thinking, and the products of their thinking. Secondly, Lukacs (1971) attempts to develop what Marx has been thinking by stating the exclusive position of the proletariat in society and history, as well as the standpoint from which it can work as the identical subject-object of the social and historical process of evolution. The class domination thereby emerges a so-called different proletarian standpoint which reveals the inherent contradictions in the capitalist mode of production, the unusual capability to transform things, and the potency to interrupt the given structure because of their consciousness.

The marginalized group does not merely occur based on social status but also the social gender, where women, in this case, are not as powerful as men in society. History notes that women are restricted from getting education, credentials, and jobs available to similarly talented men. Thus, Smith and Hartsock (1987) develop a concept of women's standpoint as a way of viewing, from the place we live, into the powers, processes, and relations that regulate and actuate the everyday context of that viewing.

Realizing that the conceivable world can be coming from more than one position, observing the standpoint may also involve the basis of knowledge claims. Therefore, Harding (1986) developed the concept of 'situated knowledge.' She argues that a stronger version of objectivity can be obtained by consolidating the standpoint from below with the reflexive inquiry. It is conducted to individuals who openly

named and situated themselves regarding power, interests, and values, as informative as the subject of knowledge and the objects they speak about. Thus, the aim of telling one true story is not to reveal fewer false stories.

Uncovering the truth of a story is also conducted by the news media when preaching any issues to society. Though news media seems neutral since they provide a public discourse and take an independent position, they commonly attach hidden socio-political agenda and relations of power, as well as addressed ideologies to manipulate the readers to take in their ideological standpoint toward certain events, (Santoso, 2018). That is why one media occasionally has a different news angle from others in portraying particular issues. The choice of news angle is based on the media's preference. In this case, it commonly involves the ideology and value consideration of the media. These kinds of stuff also determine the media to stand in a certain position. Regardless, the third-person point of view technique is commonly used as it effectively invites the readers to the situation of the actors (Kurnia, 2002). To engage the readers more, the journalist utilizes attractive discourse, reliably selected quotations, and eye-catching headlines (He & Zhou, 2015). In 2018, the world was shocked by Serena Williams, the well-known female tennis player, claimed that she was treated sexist by umpire Carlos Ramos in the U.S Open 2018. She is fined and given a game penalty just because she is screaming out and throwing her racket when accused of cheating by the umpire. In her opinion, her emotional burst is normal, and it has been done by several male players before. It is ironic

because it encounters in the United States that America values equality. That value should give men and women a similar opportunity and treatment. This issue attracts many media to give their perspectives.

What happened to Serena William makes CBS News, CNN, and Teen Vogue, release interesting news by portraying Serena William's perspectives. It becomes more gracious since female journalists write the news of those media. Furthermore, the language in the news tends to be more powerful in vocalizing the sexism case of Serena Williams because they are naturally connected by gender. Therefore, investigating the standpoint of those media toward Serena William's sexism issues is interesting. In this case, I choose to rely on Harding theory about the standpoint since it is the most suitable one to be applied in investigating the standpoints of CBS News, CNN, and Teen Vogue, taking Serena William's perspective in their news.

This study also works under Fairclough's three-dimensional framework to provide multiple points of analytic entry. This critical discourse analysis approach is associated with the text, discursive practices, and social practices, and it has developed three stages of analyzing them; describing, interpreting, and explaining. Fairclough (1989) said that the description process concerns the canonical properties of text, such as vocabulary, grammar, and structure. Later, the relation between text and interaction by viewing the text as the product of a process construction and an alternative in the process interpretation is precisely the interpretation level. On the

other hand, interaction in the social context, social determination of the process of production and interpretation, as well as its social effect is observed in the third stage.

A study related to the standpoint has been conducted by several researchers before. Putriana (2012) investigates the dominant ideology behind such representations by employing standpoint theory supported by existentialist feminism to strengthen the basic assumptions of her study. Perdana (2012) analyzes how print media, in this case, Kompas, is framing women politicians while also having economic interests. Specifically, she goes with TKI Ruyati issues and investigates whether there is any bias in women politicians' voices in media. Amelia (2014) scrutinizes the Standpoint of women journalists in the magazine business and economics on the profession and also whether they have an understanding of journalism from a gender perspective. Finally, Istiqomah (2017) inspects the study of women in marriage under women's standpoint theory in the novels "Si Parasit Lajang" dan "Pengakuan Eks Parasit Lajang."

The previous studies that have been mentioned above focus on revealing how media do framing on the women and what ideology women bring out in particular assumptions. Otherwise, one of the studies also works on novels. Thereby, as to how media take the standpoints regarding sexism issues has not been conducted, the researcher stands to investigate it. In this case, the researcher found that from her perspective, CBS News, CNN, and Teen Vogue post the news about Serena William's sexism issues. Otherwise, the report of all those media is also written by

female journalists, which is probably related to how they choose the standpoints. Therefore, the study of the standpoints of media on the sexism issue is reliable be conducted.

B. Research Question

This study aims to answer the following question:

How is the standpoint of CBS News, and CNN, on the news about Serena Williams' sexism issue?

C. Objective of the Study

Following the research questions above, this study is intended to know the standpoints of CBS News, CNN, and Teen Vogue, on Serena Williams' sexism issue.

D. Scope and Limitations

The focus point of this study is the linguistics and discursive aspects used by American media such as CBS News, CNN, and Teen Vogue. It is intended to determine the standpoint of those media toward Serena Williams' sexism issue. The researcher uses Fairclough's (1989) three-dimensional framework and Harding's (1986) view of standpoint theory. Otherwise, to limit the data, the researcher takes one news report from each media to be analyzed.

E. Significance of the Study

According to the topic, this study is notably conducted with theoretical and practical contributions. Theoretically, it contributes to developing the theory of

standpoints of mass media portraying the linguistic and discursive aspects of the text using the three-dimensional framework of Fairclough (1989).

Practically, this study can provide valuable knowledge to the readers about how American media take the standpoints on the sexism issue. It is also useful to give further insight to those. In addition, the results of this study are beneficial for the next researchers to have further studies related to this area.

F. Definition of Key Terms

To avoid misunderstandings among the readers, the researcher will define several terms written in this study:

1. **Standpoint** is defined as the starting point of view of the journalist of CBS News, CNN, and Teen Vogue that is reflected in the linguistic and discursive aspects in the news text of Serena Williams' sexism issues.
2. **News Discourse** is the report of information about Serena Williams' sexism issue, which has been published on the website of CBS News, CNN, and The Washington Post. The report has passed the editing process, which means it is functioned to lead the public by the value orientation of each media.
3. **Linguistics Aspect** is defined as the linguistics elements of the news discourse. It consists of lexical, grammatical properties, and semantics of the text.
4. **Discursive Aspect** is defined as the elements of the news discourse consisting of rhetoric intent, coherence, and intertextuality.

G. Research Method

The researcher employed a specific research method to understand and ease the analysis process. It included research design, instruments, data, sources, collection, and analysis. Those parts will be discussed below:

1. Research Design

This research belonged to constructivism as philosophical worldview for investigating the ideological standpoint of mass media was the intention of this research. It was also under the work of constructivism which takes the researcher's purpose is to "make sense of (or interpret) the meanings others had about the world (Creswell, 2014)

This research was considered to be qualitative research because of several things. First, the data taken were in the form of texts. Afterward, this research employed interpretive analysis to investigate the ideological standpoint of American online media in writing Serena Williams' sexism issue news, resulting in new insight. Lastly, this research works with a conceptual framework, the three-dimensional framework by Fairclough (1989). Accordingly, Heigham and Croker (2009) mark those characteristics belonging to qualitative research. Furthermore, this research also indicated descriptive research. It describes the ideological standpoints of CBS News, CNN, and Teen Vogue on Serena Williams' sexism issue, which are represented through the linguistic and discursive elements of the news discourse.

This research applied a critical discourse analysis approach because it dealt with how language substantiates certain ideologies and proceeded to challenge the practice of inequality in societies worldwide.

2. Research Instrument

The research instrument of this study was the researcher herself. In other words, the researcher takes the role of the human instrument, which reads the news report to obtain and collect the data, analyze the data and formulate the result.

3. Data and Data Source

The data in this study specifically were in the form of news. Those are taken from the news about Serena Williams' sexism issue in American online media, CBS News, CNN, and The Washington Post. Below is the link where the data are taken:

1. <https://www.cbsnews.com/news/serena-williams-u-s-open-loss-may-be-the-grossest-example-of-sports-sexism-yet/>
2. <https://edition.cnn.com/2018/09/09/us/serena-williams-sexism-tennis-controversy/index.html>
3. <https://www.teenvogue.com/story/serena-williams-addresses-sexism-tennis-again>

those source links were from the official website of each media. Thus, the researcher guaranteed that all of them were valid to be the source of the data in this study.

4. Data Collection and Analysis

To collect the data, the researcher conducted several steps. Firstly, the researcher visited the official website of each related media. Then, the researcher

searched using the keywords "Serena Williams sexism" to find the news. Afterward, the researcher read all the related news several times to determine the use of grammatical voice, lexical and rhetorical choice, cohesion and coherence technique, and intertextuality aspect.

In analyzing the data, the researcher went under Fairclough's (1989) three-dimensional framework, where the data found should be described, interpreted, and explained. First of all, the context of each datum was provided. Second, the data were classified as linguistic or discursive aspects. Third, each data was described in detail with the three-dimensional Fairclough analysis. Then, the researcher tried to find out the implicit meaning of each data by considering the context and the relation with the standpoint based on Harding's (1986) standpoint theory to come across what standpoint of CBS News, Teen Vogue, and CNN took. Afterwards, the researcher explained how the standpoint of those media. It involved the point of from whose standpoint the media write the text on the news, the probable reasons why they chose that, and the intention of their choice by considering its context. At last, the researcher discussed the findings by comparing them to the previous studies. Then, the researcher formulates the conclusion based on the summary of the findings and the discussions of the research.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter covers the review of literature which are related to this research.

A. Standpoint Theory

Standpoint theory is an epistemology that elucidates the evolution of knowledge and action strategies by particular groups in specific social relations in given periods. This theory is firstly derived from the development of the capitalism concept by Karl Marx within the social class system. The system of 'master-slave results in oppression of those who are admitted as the marginal group. Under this circumstance, the standpoint of the proletariat is privileged since they have the potency to conceive the rationalized structure of commodities and capital (Wylie & Sismondo, 2015) thoroughly. That privileged standpoint comes from the idea that the realities of life in the new mode of production form the consciousness of the individuals going through it (Mojab, 2015). In contrast, the bourgeois cannot do it as they are the people who create the system, and thus, they will tend to accept it naturally.

Standpoint raises a picture of a position where one stands and views the object of inquiry from a certain perspective. Moreover, it is leaning toward a social position where particular characteristics of reality become crucial. In contrast, others are disguised, and thus certain aspects of reality are getting more evident than others (Pohlhaus, 2002). In this case, standpoints substantially consider a person's location

in the social structure and turn that location's connection to the person's lived experience. Yet, Swigonski (1994) contends that an individual's standpoint is generated from theiral position concerning culture, ethnicity, gender, colour, class, and sexual orientation and how these factors associate and influence the individual's everyday world.

Standpoint theory situates the observers on the same plane as they bring their political, social, racial, economic, and sexual situations along with the power and privilege that naturalize hierarchical arrangements and keep them into as much critical focus as traditional 'objects of knowledge. Furthermore, standpoint theorists also accentuate the connection between the development of standpoint theory and feminist political goals of transformative social, political, and economic transformation.

Harding (1986) introduces the concept of strong objectivity within her view of standpoint epistemology. She said that:

"A feminist standpoint epistemology requires strengthened standards of objectivity. The standpoint epistemology calls for recognizing historical, sociological or cultural relativism, but not for a judgmental or epistemological relativism" (Harding, 1991, p. 142).

In this case, standpoint epistemology is social in two ways; first, the social position of the knower is epistemically notable as the social position of the knower

will both make possible and delimit knowledge. Second, more objective knowledge is not a product of mere observation or an unbiased perspective on the world. Still, it is obtained by struggling to understand one's experience through a critical attitude toward the social order within which knowledge is produced. Harding expertly transforms objectivity into a positive feminist concept by arguing that objectivity, as traditionally constructed, is concurrently too broad and too narrow. Its breadth is defined by its universality; objectivity as a value-free construct necessitates the absolute eradication of all values within research. The narrow aspect of its scope regards how objectivity is framed; it is a construct of value agreement between researchers, that is, within the scientific community. In addition, this narrow conception of objectivity shows the way contemporary science has again and again been reconstructed by a set of interests and values that are distinctively Western, bourgeois, and patriarchal (Harding, 1986). Accordingly, the dualistic nature of objectivity allows Harding to call for a stronger sense of objectivity inclusive of historically and socially situated contexts (Rixecker, 1994, p. 126).

Though definitions and interpretations of standpoint epistemology remain open for discourse, a trend can be recognized as standpoint epistemology has increasingly supported the experience not merely of the research subjects but the researcher, in terms of 'who' one is, as a starting point for an understanding how the social world is known and identified. Good observes that personal experience is placed in the wider context of social practice. The standpoint of epistemology

positions experience in a theoretical agenda that recognizes the disparity of social relationships when addressing those difficult questions that exceed what research is 'on' to ask 'who' it is 'for,' 'why' do it and 'how'? (Harding, 1986) For the feminist epistemologist, this has intended understanding one's experiences as a female researcher in patriarchal relationships (Goodey, 2014, pp. 138-139).

B. Fairclough's Critical Discourse Analysis Framework

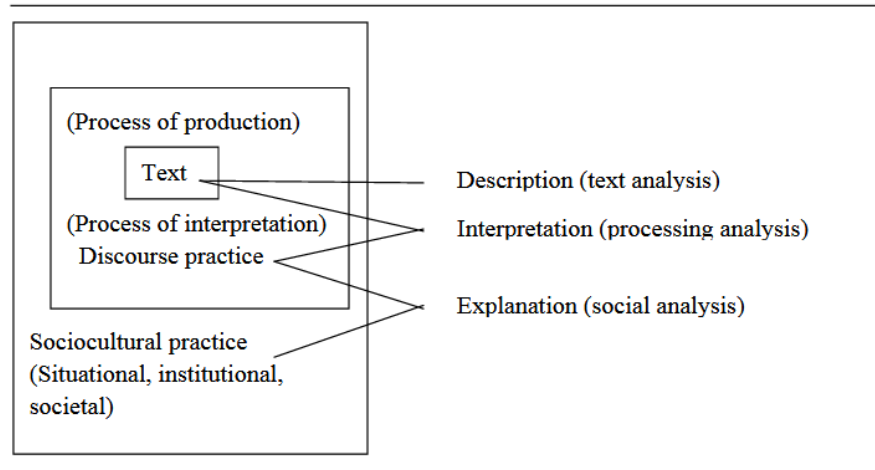
As language and society are dialectical, Fairclough (1995) assumes that text and discourse are socially constitutive. It means that language used simultaneously constitutes social identities, social relations, and a system of knowledge and beliefs. Furthermore, the interpersonal function results from social subjects or identity, and also the relationship between them is the way language has a function of constituting a system of knowledge. Otherwise, the textual function of language is exactly creating discourse. Also, it all implies that every text takes the contribution of those three aspects of society and culture, and they are always present simultaneously, while one is probably taking precedence over the others.

Besides being socially constitutive, language is also socially shaped. It takes a complex process since distinct types of discourse commonly coexist within a similar institution. The relationship among language used, underlying conventions, and norms is not always simply linear (Fairclough, 1995). Thus, the term "mediation" is broadly employed to clarify the relationship between language used and society,

which means that the relationship is indirect, and language or discourse is just a medium to carry out values, beliefs, conventions, and norms of society.

Critical discourse analysis determines the relationship between language and broader social and cultural structures. For Fairclough, this term refers to the relationship between a particular communicative event, like newspaper coverage of an event, as well as the whole structure of an order discourse, and modification to the order of discourse and its constituents, genres, and discourse (Fairclough, 1995). He develops an analytical framework from that idea by relying on several concepts. First, intertextuality is the relationship between texts ‘before’ and ‘after.’ Second, interdiscursivity is the combination of genres and discourse in a text. Third, hegemony is the predominance and the dominance of political, ideological, and cultural domains of society. Those three dimensions are attributed to each discursive event. Finally, the formulation of the discursive event is text, discursive practice (including the production and interpretation of texts), and social practice.

Fairclough’s framework analyses discourse based on three components; description, interpretation, and explanation. In this case, linguistic aspects of texts are described (text analysis). Then, the relationship between the discursive production practice and the texts is interpreted. Finally, yet, the relationship between discursive practice and social practice is explained (Fairclough, 1995). Those three stages methodologically expose the relationship between text and its social context in a systemic way. Look into the following figure:



Adapted from the three-dimensional concept of discourse

(Lund, 2017)

In the first stage, the text analysis focuses on formal traits of linguistic analysis, including analysis of vocabulary and the grammatical structure of sentences. Vocabulary deals primarily with individual words, whereas grammar deals with different words combined into sentences and clauses (Fairclough, 1992). Text analysis is about analyzing both the forms and meanings of certain texts. However, the difference between the two can be difficult to establish (Fairclough, 1995).

In analyzing text, many approaches can be developed. The detail of the text is, of course, affects the amount of material that can be scrutinized. In this case, it is possible to analyze many features simultaneously or focus on a few features of the selected text. Completely, Fairclough (1992) suggests that textual analysis involves the use of vocabulary, grammar, cohesion, and text structure. All those elements

simultaneously and hierarchically work in making meaning. Nevertheless, De Beaugrande (1997) and Stubbs (1996) also give an opinion that the researcher is allowed to observe the text's keywords and look into the different patterns of co-occurrence or collocation between keywords and other words.

Again, the textual analysis does not concern social or contextual elements but text. In dealing with that, it needs to explain the internal and external relation of the text as well. External relation covers the relation of the text with other elements of social events, more abstractly, social practices and structures. Comprehensively, the other elements of social events associated with the textual analysis consist of how they figure in actions, identifications, and representations. On another side, those elements are also the basis of distinguishing the three major aspects of text meaning. In this case, text analysis to the external aspects is included in the next stage of textual analysis since it involves how the text is produced and distributed.

Generally, it shows that the text's internal relations are both syntagmatic and paradigmatic. Furthermore, paradigmatic relations can be defined as relations of choice which attract relations between what exists and what might have been present but not significant absences. In this case, paradigmatic relations are applied on various levels of the text, including particular grammatical structures, vocabularies, semantic relations, discourse or genres, or even other elements are also possible.

Otherwise, discursive practice refers to the production, distribution, and consumption of texts, and consequently, the analysis of the discursive practice

focuses on these stages (Fairclough, 1992). The production is concerned with how a text has been created with other texts and how the text is built on already existing discourses, distribution is about how texts change when they are being published in different contexts, and consumption deals with a certain group of readers a text addresses and how these people experience and interpret the text. One important notion of emphasizing is that production, distribution, and consumption, in this sense, are not about physical actions but instead intangible conditions (Fairclough, 1992). Furthermore, the nature of the processes revolving around text production, distribution, and consumption is changing between different types of discourses due to varying social factors. A certain social context thus influences what ways a text is produced. For instance, a newspaper article is collectively produced by different members who all have specific roles in the different production phases (Fairclough, 1992, 1995).

When social practice is included in the analysis, the discourse is connected to the greater social context it is a part of (Bergström & Boréus, 2012; Fairclough, 1992). This involves including the term order of discourse and thus clarifying the relationships between a specific discursive practice and the order of discourse it belongs to (Fairclough, 1992).

In discourse news, intertextuality is one of the prominent elements to make the whole text relate to each other. Otherwise, referring to Kristeva (1980), the term intertextuality comes from the idea that any text's construction is considered a form of

citation; every text permeates and converts from the other one. Likewise, Lund (2017) also argues that language use constantly appoints to previous structures of discourse, and the meanings of any text are regarded as particular meanings that are already established. In this case, integrating elements from different discourses that the language uses can practically substitute individual discourses and thereby the social and cultural society. Therefore, we may often see several citations from related interviewees in news discourse.

Intertextuality, according to Fairclough's (1992), is the representation of specific texts incorporated with other texts. Due to its accounts in major parts of news, discourse representation in media discourse is not only conservatively marked with quotation marks, but several ways can be adapted. More than that, it presents a tension between what happens to the reporting text, including the work which the reporting of other text is conducting within that text, and what is going on in the reported text. It is all because other people write the report thus producing different perspectives, objectives, interests, and many more (Volosinov, 1973). Here are four ways of reporting, according to Leech & Short (1981) in Fairclough (2003):

- **Direct Reporting**

Direct reporting is marked by the use of quotation, purportedly the actual words used in quotation marks with a reporting clause.

Example: She said: 'He'll be there by now'

- **Indirect Reporting**

When we do indirect reporting, it means we do summarize the content of what was said or written, not the actual words used, no quotation marks, with a reporting clause

Example: She said he'd be there by then

From that example, 'he'll' becomes 'he'd' and deixis 'now' becomes 'then' of direct reports.

- **Free Indirect Reporting**

Free indirect reporting is how both direct and indirect reporting are mashed up. It consists of some tense and deixis shifts, typically like indirect speech, but with no reporting clause. This kind of reporting is common in literary language.

- **Narrative Report of Speech Act**

It is the way of reporting the sort of speech act without revealing its content.

Example: She made a prediction.

Aside from the ways of reporting as the manifestation of intertextuality, Fairclough (2003) states that it is all about recontextualization, a movement from one context to another. Hence, it needs certain transformation consequences on how the material is moved, recontextualized, and figured within that new context. Yet, in the case of reporting speech, there are two interrelated issues to address. Those are the relationship between the report and the reported event and the reported event. The

second relationship refers to how the report figures in the text and what work the reporting conducts in that text.

Regarding citation in news discourse, Bin (2005) views it as fair and objective. However, Tao & Lili (2007) argue that the reported speech is a way of manipulating the audience's ideology by the news media. How media influence readers' understanding is exactly conducted consciously and unconsciously unless a critical linguistic perspective is used to observe it. Moreover, Fairclough (1995) reveals that intertextual analysis is an interpretative activity. It greatly depends on the researcher's judgment and experience.

C. Modality

The next grammatical property in linguistic tools of textual analysis is modality. According to Halliday (1994), “modality is a grammatical category of verbs, which indicates the subjective attitude of the speaker toward and the state of affairs explained by the utterance.” Moreover, in the case of modality and statement of objectives, it is expressed through mood and complements mood in constructing interpersonal meanings. Besides, the modality has been manifested in clauses through certain types of main verbs such as adjectives, adverbs, and particular nominalization. Fowler (1985) then proposes a concise list to illustrate those categories of modals as follows:

- a. Modal auxiliary verbs (may, shall, must, need, etc.)
- b. Sentence adverbs (Probably, certainly, regrettably, etc.)

c. Adjectives (necessary, unfortunate, certain, etc.)

d. Some verbs and nominalization (predict, permit, prove, obligation, likelihood, desirability, authority, etc.)

Whenever we deal with modality analysis, we focus on the degree of affinity a writer or speaker indicates with a sentence and observe how the representation of reality is being discursively controlled (Jorgensen & Phillips, 2002) in Lund (2017). Additionally, it can also be shown subjectively or objectively. Look into the following examples to widen your understanding:

1. The world is flat.
2. The world may be flat.
3. I think the world is flat. (Fairclough, 1992)

The first sentence indicates that the affinity is indisputable, while the second sentence shows lower affinity that is expressed explicitly. The lower affinity is also detected in the third sentence, but it specifically refers to subjective affinity.

The use of modality by the media is objective rather than subjective. Thus, it carries many interpretations. The only reason why media do that is to reflect their authority and propose some kind of power (Fairclough, 1992; Winther Jorgensen & Phillips, 2002). For instance, the media will prefer to use the "that thing is dangerous" sentence rather than expressing subjectively "we believe that thing is dangerous."

Modality is also an auxiliary verb such as likelihood, ability, permission, obligation. It is the occasion of the main verbs that follow them and has great These range from possibility (may) to necessity. Within those two ranges, there are two

functional divisions, namely epistemic and deontic modalities. Downing & Locke (1992) reveal that epistemic modality appoints to the speaker's or writer's understanding of what she/he is saying or writing. It also means the knowledge about the world that the speaker can assess the probability that the proposition is true in terms of the modal certainty, probability, or possibility. Meanwhile, deontic modality is considered to deal with the possibility and necessity of freedom to act, including ability, permission, and duty. Yet, deontic modality specifically means that the speaker or writer interferes in the speech event by lying or giving permission (Downing & Locke, 1992:332).

Within Critical Discourse Analysis (CDA), modality is understood as encompassing the occurrence of overt modal auxiliaries such as may, might, can, could, will, would, shall, should, must, and ought to. Furthermore, modality concerns the writer's (or speaker's) attitude towards and/or confidence in the presented proposition. Fowler (1985: 72) categorizes modality in attitudinal terms. He proposes five categories of modality which indicate speakers' or writers'

- a. Validity – the speaker shows greater or lesser confidence in the truth of the proposition;
- b. Predictability – the future events referred to are more or less likely to happen;
- c. Desirability – practical, moral, or aesthetic judgments;
- d. Obligation – speakers' judgment that another person is obligated to perform some actions;
- e. Permission – speaker allows addressee to perform some action.

D. Rhetorical Devices

Discourse Historical Approach (DHA), like the three-dimensional model, connects 'formal, functional, and content-related aspects of argumentation in an integrative framework' (Reisigl, 2014, p. 69). That approach foregrounds the historical dimension in the analysis of political discourse. Thus, multi-angle interpretation of the text is possible, and intertextual, interdiscursive, diachronic, and synchronic links can be drawn. Fairclough (2012) said that public discourse, especially political discourse, can also be specifically categorized as 'primarily argumentative discourse.' Hence, rhetorical devices used in the text should be analyzed to evaluate arguments critically.

As a public discourse, news discourse contains some figurative language so it attracts the reader, and somehow implies the author's ideology. Nevertheless, the figurative device is also meant to be more effective, persuasive, and rhetorical. Below is the rhetorical device that is commonly employed in news discourse:

- **Hyperbole**

Hyperbole is always associated with exaggeration. Referring to its ontology, hyperbole is the way of describing something by extremely making it bigger than it is. Claridge (2010) said that hyperbole is the object of the semantics-pragmatics interface. Similarly, Searle (1978) has revealed that it is a pragmatic device since

any utterance is only hyperbolic in a specific context. Meanwhile, Norrick (2004) defines hyperbole as "extreme case formulation", which implies that it is typically discovered at the very end of the semantic scale.

Look into the following example:

“have been waiting for ages”

The sentence above contains an exaggeration of the waiting time.

- **Metaphor**

In general, metaphor can be defined as an analogy that compares two things straightforwardly. According to Fairclough (1995), metaphors are socially motivated. In this case, different metaphors may relate to different interests and perspectives, also may have different ideological loadings. Particularly, when we see the world through a certain metaphor, it then establishes the basis of our actions. Hence, once a new metaphor comes into being in our conceptual system, our perception of the world and behaviour will change accordingly.

Lakoff & Johnson (2003) introduce conceptual metaphor, which in terms of language, metaphor is typically clustering in larger conceptual structures. Furthermore, it also commonly implies a story or event sequence to function as a reasoning device. In the case of

media discourse, metaphor is intended to be an efficacious tool of producing subtly persuasive messages and serving ideological purposes in the press (Santa Ana, 1999). Yet, it has the capability of highlighting some aspects of a concept while at the same time concealing others (Lakoff & Johnson, 1980, p.10).

Example:

1. His ideas have finally come to fruition
2. That's a budding theory
3. physics has many branches (Burgers, Konijn, Steen, (2016)

Those three examples share a similar conceptual metaphorical structure, comparing ideas to plant.

- **Synonym**

Synonymy is a kind of lexical relation in semantics. Moser (2014) says that when two or more concepts can be employed interchangeably within particular contexts but not ubiquitously, that is a synonym. Kreidler (1998) defines synonymy as an instance of mutual entailment, and synonyms as instances of hyponymy. Moreover, a synonym is typically a single lexeme with the same weight and values.

- **Rhetorical question**

Maretha & Kongthai (2016) explain that a rhetorical question is an expression or utterance in the form of a question that aims at pointing out rather than encouraging an answer. The stylistic effect of this rhetorical device is emphasizing or provoking. Meanwhile, Rohde (2006) brings the character of rhetorical question is felicitous, and shares a prior commitment to similar, obvious, and extreme answers. Moreover, the effect of a rhetorical question of news discourse is synchronizing discourse participants' commitments and confirming their shared beliefs about the world.

E. Sexism

Sexism generally refers to gender inequality and discrimination. It is mostly associated with women. Glick & Fiske (1997) reveal two types of sexism in which women can be stereotyped either positively or negatively. The first type is benevolent sexism. This kind of sexism depicts a woman as a weak creature, so a man should take care of her.

Meanwhile, the second type is called hostile sexism. It portrays misogyny in which a woman is accepted as a creature who is sexually manipulative, extremely emotional, incompetent, and unintelligent. Furthermore, those two types of sexism are coined into ambivalent sexism, where sexism is traditionally viewed as both subjectively benevolent and hostile toward a woman (Glick & Fiske, 1996).

Though sexism has been more conceptualized as the reflection of hostility toward women, it is also working adequately. Thus, sometimes people do not realize it. It is typically benevolent sexism, categorized as a set of interconnected attitudes toward women which are sexist in the way women are viewed stereotypically and in restricted roles, but subjectively positive in feeling tone. Yet, it also tends to obtain behaviors typically categorized as prosocial. For example, help women because women are admitted as weak creatures in social ideology. In this case, benevolent sexism cannot be decided as a good thing. Women may acquire such a positive feeling, but it provides underpinnings that lie in traditional stereotypes. Moreover, it also strengthens the masculine dominance such as man as a provider while women are his dependent. This dominance of course results in damage (Glick & Fiske, 1996).

Otherwise, hostile sexism is women's hostility. "Women have been restricted to social roles with less than those of men", (Glick & Fiske, 1996). In reality, women still confront discrimination in gaining employment and even sexual harassment on the job. Furthermore, despite stereotypes of women also holds many positive traits, but it tends to social-emotional, not agentic dimensions. Therefore, women are portrayed as being nice but incompetent at many important tasks, and so there is enough evidence that sexual violence toward women is disturbingly frequent

Both hostile and benevolent sexism suggest social power, gender identity, and sexuality. In this case, Glick & Fiske (1996) propose three components that reflect a set of beliefs where ambivalent sexism is inherent.

Firstly, there is the term paternalism which connotes dominative paternalism and protective paternalism. Dominative paternalism confirms patriarchy in which women are viewed as not being fully competent adults and legitimizing the need for a superordinate male. Meanwhile, protective paternalism refers to heterosexuality where women's roles are as wives, mothers, and romantic objects, thus women have to be loved, cherished, and protected. The weaknesses of women require men to fulfil the protector and provider role of men.

Secondly, gender differentiation. It refers to the fact that all cultures make a social distinction based on physical differences between the sexes. This issue is also manifested in gender identity notions and developmentally the earliest and strongest forms of group identity to be internalized. This competitive gender differentiation gives a social justification for male structural power such that only men are noticed to have the traits necessary to govern important social institutions.

Thirdly, heterosexuality. It is a sexual motivation of men toward women which is usually related to the genuine desire for the psychological closeness of heterosexual intimacy. Heterosexuality is categorized as the most powerful source of men's ambivalence toward women. Moreover, heterosexual romantic relationships are ranked by men and women as one of the tops of the source happiness in life. This kind of relationship cannot be denied as the greatest threat of violence toward women. "Men's dyadic dependency on women creates an unusual situation in which members of a more powerful group are dependent on members of a subordinate

group” (Glick & Fiske, 1996). Sex is popularly portrayed as a resource for which women act as the gatekeepers. The belief that women use their sexual allure to gain dominance over men is a belief that is associated with hostility toward women.

F. Previous Studies

There are several previous studies related to this study found by the researcher. First, Putriana (2012) investigated the dominant ideology behind such representations by employing standpoint theory supported by existentialist feminism to strengthen the basic assumptions of her study. She found that to produce a discourse on gender roles, women were still influenced by dominant ideology, being patriarchy. On the other hand, they also tried to emancipate themselves from the bonds of patriarchal culture by being subjects for themselves.

Second, Perdana (2012) analyzed how print media, in this case Kompas, is framing women politicians while it also has economic interest behind. Specifically, she ran with TKI Ruyati issues and investigated whether there was any bias in women politicians’ voices in the media. From her study, it was found that the media considered women politicians’ voices to be not more important than the capitalist.

Third, Amelia (2014) investigated the Standpoint of women journalists in the magazine business and economics on the profession and also whether they had an understanding of journalism in a gender perspective or not. Her study concluded that women had a standpoint that journalists must have gender awareness and sensitivity in producing news that kept up the interests of women in business and economics

magazines. However, patriarchal and capitalist culture contained in the private and public areas were still holding their efforts.

Fourth, Istiqomah (2017) investigated *Kajian Perempuan dalam Pernikahan Pada Novel “Si Parasit Lajang” dan “Pengakuan Eks Parasit Lajang” Tinjauan atas Teori Woman Standpoint (The Study of Women in Marriage in Novels “Si Parasit Lajang” dan “Pengakuan Eks Parasit Lajang” Overview of Woman Standpoint Theory)*. She analyzed the words, phrases, sentences, and fictional elements on those novels to find out Ayu Utami’s ideas as the author, regarding the marriage. From her study, she found that women were naturally oppressed as a result of patriarchal culture and capitalism. In addition, the marriage had a big deal in perpetuating the practice of women oppression including physical and sexual abuse. Besides, the oppression in term of morality put up women into the situation where they felt strange to their body and soul.

From the previous studies above, the researcher had found that they focus on revealing how media did framing on the women and what ideology that was brought out by women in particular assumptions. However, they did not discuss about how media took the standpoints regarding sexism issues where the researcher found that CBS News, CNN, and Teen Vogue posted the news about Serena William’s sexism issues from her perspectives. Otherwise, the news of all those media were also written by female journalists, so it probably has relation with how they chose the standpoints.

For this reason, the researcher decided to investigate the standpoints of CBS News, CNN, and Teen Vogue toward Serena Williams's sexism issue. Moreover, one of the studies worked with woman standpoint on novel with the specific topic of marriage. It was different with this study which took the news as the subject and the sexism in sport as the topic, because woman as a wife and woman as an athlete typically had distinct social roles.

CHAPTER III

FINDINGS AND DISCUSSION

This chapter contains the finding data, its explanation, and the discussion of the results.

A. Findings

Based on processes of data collection, it was found 9 data, specifically 5 from CBS News, 2 from Teen Vogue, and 2 from CNN. All the data are resulted from observing the linguistic and discursive aspects that indicate the standpoint of each media. Here, the researcher presents the analysis of the selected data, which are displayed based on the order of publication.

CBS News

The news about Serena Williams' sexism issue in CBS News was written by two senior female journalists, Christina Capatides and Cydney Adams. Its headline is **"Serena Williams' U.S. Open loss may be the grossest example of sports sexism yet."** That news was posted on September 08, 2018. Based on the researcher's analysis, data related to linguistic or discursive elements of discourse, which contain the ideological standpoint of CBS News on Serena Williams' sexism issue. The explication of all the data will be presented below:

Datum 1

The data below appeared when Serena Williams argues on the mass media that what happened to her right now is the discrimination against women. She also said that she would fight for equality between men and women in tennis. As the women journalist care about gender polemic, Cydney Adams and Christina Capatides write this.

Sparring repeatedly with chair umpire Carlos Ramos, Williams refused to back down, and in doing so,(NSI.1) highlighted the double standard in expectations and discipline that exists for men and women on the biggest stages in professional tennis. Several of her male peers took to Twitter to lament the unfortunate discrepancy.

CBS News' authors use the term "double standard" to signify inequality between men and women at the professional tennis level. It is closely related to the definition of sexism, discriminating against one gender. Moser (2014) says that when two or more concepts can be employed interchangeably within particular contexts but not ubiquitously, that is a synonym, it is presumed that the synonymy device is employed here. In this case, that synonym is considered part of linguistic and discursive aspects. Linguistically, it indicates the coherence technique, particularly nominal substitution, because the term "double standard" presents for replacing the term "sexism," mentioned in the news report's title. Discursively, it is the rhetorical expression to explain that sexism in Williams's case reflected different treatment regarding discipline and expectation.

Stating that Williams refused to back down and highlighted the double standard in expectations and discipline that exist for men and women, it can be assumed that the authors locate Williams as their object of knowledge about the inequality between men and women. This is in line with Pohlhaus (2002), who says that standpoint raises a picture of a position where one stands and views the object of inquiry from a certain perspective. It goes within the social position of the CBS journalists as women who obtain the same opportunities as men in their job. The participation of Cydney Adams, the journalist who writes this news on the making of the video of the GLAAD Award-nominated documentary *gender*, points out that she is a journalist who is interested in gender matters. Thus, when Williams screams out the inequality in the media, they use a 'double standard' phrase to create an emphasis on the practice of oppression towards women. In this case, as the women journalist, they operate their power to expose the oppressed experience of Williams to vocalize equality in sport. It also means that they share a similar perspective of gender equality with Williams.

The sentence "*highlighted the double standard in expectations and discipline that exists for men and women,*" not only exhibits circumstantially the way they take the standpoint but also the ideology where they go from as well as the value they attempt to sustain. They may depart with the knowledge of women's struggle to gain equality, so they take the angle from Williams, who proclaims gender disparity.

Saying that Williams declines to back down also shows they support her and try to campaign for the value of equality.

From the elucidation above, it can be presumed that the sentence 'double standard in expectation and discipline that exist for men and women' is the synonym of sexism, and it not only stands as the linguistic and discursive element but also shows the standpoint of CBS News on Serena Williams' sexism issue.

Datum 2

Several years before Serena Williams claimed as the sexist victim, Nicky Kyrgios, Rafael Nadal, and Novak Djokovic had engaged in an emotional situation that made them mock Carlos Ramos, the umpire who penalized Williams in the U.S. Open 2018. Those top men athletes even screamed out more rude talk than Williams. Andi Murray even kicked the ball to the umpire. However, no penalty was given to each of them. Because of this, CBS News Authors report those cases to strengthen their standpoint on Serena William's sexism issues.

"No matter how you think professional athletes should behave, Williams is right to be angry. Male players are often excused — celebrated, even — for putting their emotions on display in the heat of the moment. Ramos — the very same umpire who penalized Williams a game for calling him a "thief" and accusing him of lying — has tolerated similar, and arguably worse, outbursts from male players on numerous occasions.

*(NS1.2) At the 2016 French Open, Australian player Nick Kyrgios blew up at Ramos after he was given a warning for raising his voice at a ballboy. "That's bulls**t. Are you kidding?" Kyrgios shouted at the official. "Bulls**t, f***ing bulls**t." He was given neither a point penalty nor a game penalty.*

At the 2017 French Open, former world No. 1 Rafael Nadal threatened Ramos, "Give me the warnings you can, because you will not referee me anymore," he said. Nadal referenced his comments in a post-match press conference. No penalties were given.

That same tournament, defending champion Novak Djokovic got into an impassioned argument with Ramos, approaching the chair to tell him, "You're losing your mind." The skirmish came after Djokovic was docked a first serve for taking too long in the fourth set. He glowered at Ramos, motioned with his racket while uttering something in Serbian, then approached the chair to call the official's sanity into question.

CBS News' authors use the intertextuality as the discursive aspect by involving several related events to Serena Williams' sexism issue. Nick Kyrgios argued with Ramos at the 2016 French Open. The author also quotes how he shouts at the official. It sounds more terrible than Serena Williams, who said Ramos is a thief. However, Ramos does not give a penalty to Nick Kyrgios as he did to Williams. Rafael Nadal at the 2017 French Open caught up threatening Ramos. The author also quotes how he did it. Though Nadal has threatened in the game, he does not give him a penalty. The author also brings up Novak Djokovic's case at the 2017 French Open. The author describes that Djokovic shouts to Ramos because Ramos warns him of taking too long to serve. Djokovic approaches Ramos and says that he has lost his mind. The authors also quote the tennis regulation forbids players to kick or throw a tennis ball. Though Andi Murray had broken the rule, he did not get a game penalty. It contradicts Serena Williams, who is penalized because of slamming her racket.

Those cases are interrelated with Serena Williams because they ridicule the umpire. At the same time, Nick Kyrgios's, Rafael Nadal's, and Novak Djokovic's

reports in this news discourse point out the contradiction because Carlos Ramos doesn't give a penalty to them. According to Fairclough (1992) discourse is the representation of specific texts incorporated with other texts. Thus, it can be presumed that those cases are presented in this news to strongly confirm if Williams is the victim of Ramos's sexist manner. Furthermore, it also shows the different decisions that Ramos makes to Williams and several men athletes against CBS' author's knowledge about gender equality in this modern era. That is why they write, "*No matter how you think professional athletes should behave, Williams is right to be angry*" before revealing those cases.

Involving those cases as the comparison in Williams' sexism issue also can show that CBS' authors take up the viewpoint of Williams. It is proof of the umpire's inequality practices, so the sexism issue that Williams vocalizes can be more valid. The position of CBS' author circumstantially reflects the true value of the equality they hold as the product of their knowledge as the women journalists living in modern society. It is strengthened by Harding (1991), who states that standpoint theory situates the observers on the same plane as they bring their political, social, racial, economic, and sexual situations along with the power and privilege that naturalize hierarchical arrangements and keeps them into as much critical focus as traditional 'objects of knowledge. Thereby, Williams' case and those men athletes appear in this news is the intertextuality that CBS' author also utilizes to utter their standpoint in Williams' sexism case.

Datum 3

Datum 3 emerges in the case of Serena Williams and Alize Cornet, two women athletes who are at odds with tennis regulations because they are penalized for something that should not be. Aside from that, CBS' author believes that sexism in sports exists. Therefore, they write this below on the news:

“After years of quietly frustrating women around the world, this year's Grand Slam tournaments — and the U.S. Open in particular — have thrust the issue of sexism in sports to the forefront. (NS1.3) First, there was the controversy over Williams' medically necessitated catsuit at the French Open. Then there was the penalty issued to Alize Cornet for taking off her shirt in the scorching heat at the U.S. Open after her male peers were permitted to sit on the court shirtless for prolonged periods. Now Serena Williams has been fined 17,000 dollars for Saturday night's polarizing code violations.”

CBS' authors state that Serena Williams' had gained inequality treatment in the French Open and U.S. Open for catsuit and code violations. On the other hand, Alize Cornet was also penalized in the U.S. Open for taking off her shirt. Those cases became viral as no men athletes had ever been penalized for similar cases. Thus, it specifically points to the intertextuality of Serena Williams and Alize Cornet's case regarding the dressing code controversy. In this case, Williams' issue occurs in the French Open while Alize Cornet in the U.S. Open, a similar event where Williams is also penalized for violation. Williams is penalized for wearing a catsuit, though the official knows she is after childbirth. Alize Cornet is penalized for taking off her shirt, though many male athletes are doing that, and nothing happens. Referring to Fairclough (1995), who says that intertextuality is the relationship between texts

'before' and 'after,' these issues are categorized as intertextuality. In this case, the occupation of these interconnected issues in this news foregrounds the gender inequality in sport. Also, it strengthens Williams' claim that she endures gender disparity as a truth.

Through these interconnected issues, it can be assumed that CBS' authors still stand in Williams' position. As Pohlhaus (2002) argues that standpoints are substantially considering a person's location in the social structure and turn that location's connection to the person's lived experience, these two gender discrimination cases from two females provoke their standpoint in Williams' sexism issue due to it counters their knowledge about how gender equality should be run. As a result of this, as the journalist who has the power to reveal the truth, CBS' authors involve these interrelated issues to vocalize women's justice in sport. Yet, ideologically CBS' News presumably picks apart the dress code regulation in tennis. It should consider the security of the dress that the athlete wears so that in a particular situation, athletes can wear a suitable dress for their medical health. Moreover, the regulation of taking off a shirt during a 15-minutes break is allowed for both men and women. Thus, Alize Cornet's case must not have happened.

Datum 4

Datum 4 appears when Williams denies Carlos Ramos' accusation that she is coached. However, when Williams' said louder, "You are a liar," Ramos gave her a

game penalty. Then, she angrily throws her racket, mocking Ramos that he is a thief. As a consequence, she is penalized. Thus, Williams screams out the sexism, and CBS authors respond by saying this:

“So when she's accused of cheating, of course, she is angry. Who wouldn't be? And when that accusation creates a domino effect that culminates in penalties dealt far less frequently to her male counterparts? Of course, she wants to scream at the top of her lungs.”

On datum 4, the authors are stressing out the interrogative sentence. The sentence “*Who wouldn't be?*” indicates the use of negative modality verbs in the form of interrogative sentences. According to Halliday (1994), “modality is a grammatical category of verbs, which indicates the subjective attitude of the speaker toward and the state of affairs explained by the utterance.” In this case, this modality verb is functioned to predict that everyone in Williams' position, accused and penalized for a questionable code violation, would be angry. The modality “will” and “of course” shows high certainty of the prediction. Thus, the sentence “*Who wouldn't be?*” and “*Of course, she wants to scream at the top of her lungs*” implies that CBS News admits Serena Williams' reaction, which ticks off the umpire after accusing her of cheating, is something normal.

The interrogative sentence “*who wouldn't be?*” also exposes how CBS' author takes the standpoint. By implying that it is normal for Williams to explode her anger when she is accused of cheating, it proves that they view Williams as the victim because the umpire, on the contrary, gives her a game penalty. Interrogative sentences

naturally characterize the woman's language whenever they like to emphasize the delivered meaning. Thus, it can be concluded that the social gender of the author influences the taking viewpoint of Williams. As women, CBS' author and Williams have unconscious knowledge about the world of the women that make them understand each other. From this idea, it can be assumed that they offer support by positioning on Williams's side. Nonetheless, CBS News' also supports everyone to speak up when they are treating injustice, just like Serena Williams. Therefore, CBS news believes that Williams is right.

Datum 5

Datum comes out as CBS' author who feels disappointed with the tennis federation's decision to give to Williams. Thus, they give the following statement:

“(N1.5) On Saturday night, Naomi Osaka may have won the trophy, but tennis lost. And now sports fans across the globe are simply hoping this is the breaking point.”

From datum 5, CBS News' authors argue that Naomi's winning and Williams' controversy in the U.S. Open present something different for tennis. In the sentence *“Naomi Osaka may have won the trophy, but tennis lost.”* Indicate the modality verb "may". Jorgensen and Phillips (2002) state that modality focuses on the degree of affinity a writer or speaker indicates with a sentence and observes representation of reality is being discursively controlled. In this datum context, the modality verb shows the uncertainty of the winning essence of Naomi Osaka because

her counterpart, Serena Williams, should fight with the umpire. The clause “*but tennis lost*” in that sentence also emphasizes the contradictive situation in Naomi Osaka’s winning. This match has the winner, but at the same time, it exposes the loss of tennis since they cannot enforce equality.

Besides pointing out the notion of CBS' authors, datum 5 also shows their standpoint. In this case, CBS’ authors have thought that the umpire discriminates against Williams, but the tennis federation takes no action on this issue. Thus, they argue that. Nevertheless, the viewpoint also reflects the gender equity knowledge that stormed their mind. Thereby, CBS' author offers support to Williams because they own similar expectations about how gender equality should be practiced today. The statement strengthens it, “*And now sports fans across the globe are simply hoping this is the breakpoint.*” after saying that tennis is lost.

Teen Vogue

Teen Vogue reported the issue of sexism against Serena Williams in the U.S. Open 2018 entitled “Serena Williams Had to Address Sexism in Tennis – Again”. It was written by De Elizabet, the contributor and weekend editor in Teen Vogue. It was posted in the column ‘Identity’ on the official website of Teen Vogue on September, 9 2018. According to the analysis, it is found 2 data related to discursive aspects which serve the ideological standpoint of Teen Vogue. Here is the explanation of the finding data.

Datum 6

Datum 6 appears when the author finds out that Carlos Ramos historically has called male and female players, but only women that get in trouble otherwise men are not. Pointing out this disparity, the author writes it clearly as follow:

“(N2.1) Ramos has a history of making such calls against female players; at the 2016 French Open, he also accused Serena’s sister, Venus Williams, of receiving coaching during a game. (At the time, Venus also denied the allegations, saying: “I’m 36 years old. I play fair.” In contrast, male players have historically been able to get away with far worse behavior on the court, and, as Refinery29 points out, much of their behavior has been “celebrated” by popular culture.”

From Datum 6, Teen Vogue presents Williams' sister's case involving Carlos Ramos three years ago. However, that case has not taken public attention as much as Serena Williams' issue. Still, those cases can be decided having a relationship as it involves a similar person and sexism since Fairclough (1992) said that discourse is the representation of specific texts incorporated with other texts. Thus, it is considered intertextuality in terms of the discursive aspect of the text.

The intertextuality goes specifically in Serena Williams' case and her sister, Venus Williams, who is also accused of coaching at the French Open 2016 by a similar person. It points out the sexist manner of Carlos Ramos that happened three years ago. By presenting this case, the author attempts to strengthen the issue of sexism in sports. Yet, ideologically through this interconnected issue, Teen Vogue is criticizing the manner of Carlos Ramos as the professional umpire, but cannot handle

the match in equal magnitude in the case of men and women athletes. Thus, it is presumed that Teen Vogue is on Williams' side.

On the other hand, the author also mentions Refinery29, a global media that focuses on young women's issues worldwide. It is known that Refinery29 has ever discussed that the worse behaviour of men athletes is supported and imitated by society. It is noticed that most people are more tolerant to a man than a woman. Thereby, Teen Vogue attempts to open up that sexist manner is still massive in society by conveying, *“as Refinery29 points out, much of their behavior has been “celebrated” by popular culture”*

The involvement of these interconnected issues circumstantially reveals the standpoint of the author in Williams' sexism issue. The comparison between male and female athletes that are called out by Carlos Ramos due to coaching, indicates that the author tries to expose how gender inequality is going in tennis by clearly stating that male players can easily get away from the punishment when they are accused of coaching while the female is not. From this point, it can be assumed that the author decided to write this news from Williams' side. In this case, Williams is positioned as the victim that is discriminated against by gender as Harding (1986) claims that unprivileged social positions are probable to derive a perspective that is "less partial and less distorted" instead of other social positions. Thus, the author emphasizes the different reactions of the umpire towards male and female players.

Datum 7

Datum 7 emerges when Zakyia Marie comments on Naomi and Williams' match. Considering that her comment is related to the author's idea, she involves it in the news like this:

Educator and activist Zakyia Marie wrote, referring to Naomi. (N2.2) "Serena reacts to unfair treatment after YEARS of it and gets multiple penalties. Two black women had their game ruined today. If you aren't livid, you aren't paying attention."

Datum 7 proves that the controversy on the final match U.S. Open 2018 attracts most people to comment. Zakyia Marie, an educator and an activist, shows up the reaction. Interestingly, Teen Vogue quotes it in the report. In this case, the direct quotation to Zakyia Marie means that intertextuality is noticed as Leech and Short (1981) in Fairclough (2003) state that one of the ways of reporting text as intertextuality is by quoting directly. The engagement of what Zakyia Marie said in this news article contributes to the author's disagreement with inequality treatment in sport. Nevertheless, the words "two black women" that Zakyia Marie uses may point out the racism. Therefore, it is presumed that Teen Vogue's author takes on the issue of sexism and racism in sports through Serena Williams' position.

In writing this news, the author departs from the knowledge that Williams is discriminated against because of her gender and race. Moreover, what the author knows about equality, in this case, is probably the same as Williams' view. Her status

as a female journalist is gained through gender equality in social roles, education, and job, and so does Williams. As Swigonski (1994) contends that an individual's standpoint is generated from his or her social position concerning culture, ethnicity, gender, color, class, and sexual orientation and how these factors associate and influence the individual's everyday world. Hence, when one is treated differently, it is against their world that has been gone comfortably with gender equality. Thereby, Teen Vogue's author shares a similar world with Williams and writes to support her through this news.

CNN

CNN published a news article entitled “**Serena Williams is calling out sexism in tennis. Here’s why.**” on September 10, 2018. It was written by Nicole Chavez, an associate writer for CNN digital. From this news, it is found 2 data related to linguistic or discursive aspects, containing ideological standpoints. Here is the explanation of them.

Datum 8

Datum 8 appears when CNN’s author depicts the final match of Williams vs. Osaka is so dramatic. It places both of them in an inconvenient situation full of tears. Then, the author writes this on the news:

“What was supposed to be (N3.1) a fairy-tale matchup for Osaka and the player she idolizes spun out of control after Williams was handed code violations that she described as unfair.”

Datum 8 points out that the final match, the U.S. Open 2018, is filled with emotional tragedy. The winner and the loser, Naomi Osaka and Serena Williams, are crying for different reasons. It is quite dramatic; thus, CNN’s author opens the paragraph in dramatic as well such as using the phrase ‘a fairy-tale matchup’. In this case, that phrase indicates the use of metaphorical discourse in which the author represents the idea of a dramatic and happy ending story in a ‘fairy-tale’ term, then combines it with ‘matchup’. According to Fairclough (1995), metaphors are socially motivated. In this case, different metaphors may relate to different interests and perspectives and have different ideological loadings. Then, the metaphorical discourse ‘a fairy-tale matchup’ in that context means the game was incredible. The young player Naomi Osaka finally beat Serena Williams, the strongest player in the last decade. However, the happiness of Naomi Osaka is out of the line due to everyone looking upon Serena Williams' sexism issue. Using the metaphorical device "a fairy-tale matchup" implies the author's emotion since Naomi Osaka's winning celebration is neglected as people pay more attention to Serena Williams' sexism issue. The phrase 'a fairy-tale matchup' can also indicate emphatic stress. The use of catching word formulation emphasizes the intended meaning of the author. Women usually use this kind of word to argue about something.

Initiating to use a metaphor 'a fairy tale match-up' can also show that the author portrays the case of Naomi Osaka and Serena Williams as two women crying out in this event. That metaphor tends to be suitable to depict two women with that condition. The combination of the metaphor device, in this case, is probably influenced by the author's worldview about how the match should be ended. It is strengthened by Santa Anda (1999), who declares that metaphor is intended to be a productive tool of producing subtly persuasive messages and serving ideological purposes in the press. Therefore, saying that two of them are crying for different reasons shows that the author expects both of them should get similar concerns from the public. Naomi's persistence in beating Williams must be a hot topic as well. Accordingly, ideologically the author tends to respond to each case in sufficient proportion. The fact that the popularity of Williams covers up Naomi's winning is regrettable.

Datum 9

Datum 9 turns up as the conflict between Williams and Ramos is getting huge. It creates pros and cons in society, including Christine Brennan, a CNN sports analyst who also contributes himself to share his opinion toward this issue. Of course, it becomes very relatable to quote his comment in this news. Here is his statement that CNN author quotes in Williams' sexism issue news:

“(N3.2)For Christine Brennan, a CNN sports analyst, the clashes between Williams and the umpire show that women are not being treated equally in the tennis world.

"We know that there's quite a history to it. Think of John McEnroe, think of Ilie Nastase, Jimmy Connors, Andre Agassi. These men all berated chair umpires, famously so. Commercials have been made. McEnroe has done, 'you can't be serious and all the other tirades, top of his lungs over the years and none of them received a game penalty," Brennan said.

"Would he (umpire) have done that with a man? History has said, no. He would not have done that with a man."

Datum 9 presents the direct quotation of a CNN sports analyst, which states that history proves that women are not treated equally in tennis. John McEnroe, Jimmy Connors, and Andre Agassi are an example of men athletes who are ticked off by the umpire, but not given a game penalty. Accordingly, demonstrating that statement in the news implicitly shows that CNN dissents gender inequality in the tennis world. Aside from that, the status of Christine Brennan as a CNN sports analyst points out the credibility of CNN as the mass media.

Quoting the part that states if there is gender inequality treatment in Ramos' decision indicates the standpoints of CNN. CNN stands in Williams' position so that the author presents the statement which covers up the different treatment toward male and female athletes when they are flinging to the umpire. Moreover, the author may set out from today's world where gender equality is expected to be applied in every side of life. In some fields, it has adjusted well such as how the author gets the position as the journalist, which means the author knows gender equality. According to Harding (1991) standpoint situates the observers on the same plane as they

bringing their political, social, racial, economic, and sexual situations along with the power and privilege. Therefore, Williams' sexism issue seems against the author's knowledge and thus places Williams as someone who is discriminated against because of her gender. This fact circumstantially influences the author in taking the standpoint when writing this news. Thus, the statement of the CNN sports analyst is presented not only relevant to Serena Williams' sexism issue but also can emphasize the standpoint of the author in portraying it.

B. Discussion

The findings above show that news discourse as an element of social practice is reflected in three ways. Firstly, news discourse is the practice of revealing information; thus, it is part of the action in which media are interacting with society in the form of writing text. Secondly, the fact that the news discourse represents Serena Williams' sexism controversy in U.S. Open 2018 from the view of the media means if news discourse represents other social practices from a particular perspective. Lastly, each media article writes about Serena Williams' sexism controversy as the social practices in their way. How they choose words and arranging the text is different from each other, showing that they compose a particular way of being.

The finding data also shows the author of each media utilizes several linguistics features and discursive elements to foreground their perspective toward Serena Williams' sexism issue. In this case, intertextuality as discursive practice in discourse is frequently used to represent the author's idea. Based on the data, there are 5 data counted as the intertextuality. Those intertextuality texts create particular effects on the news discourse as a whole. It confirms Fairclough (2003), who reveals that in intertextuality, there are two interconnected issues to address. The first is the relationship between the report and the event that is reported. The second is the relationship between the report and the whole text. The second relationship refers to how the report figures in the text and what work the reporting conducts. In this case, the findings indicate the intertextuality texts in news are in the forms of direct quotation or texts refer to certain events that have relation to the main points.

From the intertextuality that has been found out, all of them stand to strengthen the argument of the author of each media. For example, CBS News brings out the case of male tennis players who do the same thing as Serena Williams but get the different reaction to point out how women discrimination in tennis is really exist. Not only that, CBS News also attempts to expose the inequality clearly by mentioning how problematic it is when Williams is in her catsuit and Alize Cornet takes off her shirt. Both of them are receiving the penalty because of the dress issues. Furthermore, Teen Vogue and CNN also occupy the intertextuality texts that show if Carlos Ramos treats men and women players in different ways. These two media

quote the argument of credible and relevant figures who give comments toward Williams' sexism issues.

The findings also denote the use of rhetorical devices to express the idea of the authors of the media. It is noticed that CBS News' author uses a synonymy to make clear the point of inequality in tennis. On the other hand, CNN employs a metaphor in order to create a dramatic situation and then attract people's intention towards this gender inequality issue. By all means, it substantiates Fairclough (2012) who said that some figurative language attracts the reader, and somehow implies the ideology of the author. Nevertheless, the use of the figurative device is also meant to be more effective, persuasive, and rhetorical devices.

Last but not least, the findings indicate the use of modality. In this case, CBS News puts different modality on two texts. However, both of them go the same way to represent the disappointment of CBS News towards the practice of gender disparities in sport. First, CBS News uses interrogative modal "will" to express that the anger of Williams is something normal. Second, CBS News utilizes modal "may" to reveal that tennis totally has been lost since there is an injustice in the winning moment. The use of modality here indirectly supports the statement of Halliday (1994) that "modality is a grammatical category of verbs, which indicates the subjective attitude of the speaker toward and the state of affairs explained by the utterance".

From the news articles written by CBS News, Teen Vogue, and CNN, what Carlos Ramos does to Serena Williams leads to sexism. Sexism has been more conceptualized in society as the reflection of hostility toward women (Glick & Fiske, 1996). Therefore, when there is a different treatment between men and women, such as Carlos Ramos and Serena Williams, it will certainly trigger gender polemic, as the feminist movement since 1960 is massively socialized so that women gain similar opportunities as men in every social life. Moreover, this inequality brings out male domination as well as the oppression of women in the sports world. Nonetheless, Carlos Ramos and Serena Williams's case also specifically shows the negative presumption of women as social-emotional humans. It is such a social border toward what women can and should do and what men can and should do. In this case, women cannot speak roughly and make emotional outbursts while men can. If the border is broken, there is a consequence that women will be endured. In Williams' case, she gets a game penalty and fines of \$17,000.

Furthermore, when those news articles about Serena Williams' sexism issue are published, it may less or more influence the way people, in general, think about sexism in tennis. It thus points out that news discourse produces social effects. Otherwise, it is found that each media proposes their standpoint; one disagrees that gender discrimination is still on point in tennis but also disagrees with Williams' reaction, while the other stands for her against inequality between men and women in

sport. Yet, this means that all media have the standpoint toward women as the marginalized group in the social life.

Considering that all the journalists that write the news articles about Serena Williams's sexism issues are women, and they all take the standpoints of Serena Williams's position, it leads to the conclusion that gender influences people in deciding the standpoints. Moreover, the tendency for a woman to stand in other women's position is huge since woman has a long history of being marginalized in society. Therefore, it creates a natural connection among the women to do a movement of women support women. However, on the other side, it may reduce the objectivity aspect because they view the problem from a gender's eye.

CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter discusses the conclusion relies on the analysis of the previous chapter. Yet, the suggestion for future studies is also talked about in this chapter.

4.1 Conclusion

After analyzing the data using Fairclough and Harding, the researcher concludes that CBS News, Teen Vogue, and CNN use linguistic elements such as modality in terms of grammatical properties and nominal substitution in case of coherence device to project their standpoint in Serena Williams' sexism issue. Not only that, but those media also frequently utilize the intertextuality text to strengthen their standpoint on Serena Williams' Sexism issue. Some of them also make use of rhetorical expressions like synonyms and metaphors to attract the readers to the main idea that they attempt to deliver.

The researcher found that all the media stand in Serena Williams' position. They agree that there is a sexist manner in Tennis where women are placed in a discriminated position. They go with a similar perspective with Serena Williams about gender equality. Thereby, in this case, they help Serena Williams vocalise loudly gender equality in the sports world. The researcher also thought that they decided to stand in Williams' position because the authors are women who experience gender equality. It shapes the knowledge about gender equality in this

modern world, and thus this issue destroys their belief in the social position of women in society.

4.2 Suggestion

This study examines the standpoints of CBS News, Teen Vogue, and CNN as the biggest media in America in terms of Serena Williams' sexism issue that happened in the U.S. Open 2018 tournament, from the news that are published on their official websites. It involves how they write the news in terms of linguistic and discursive aspects. Hopefully, there will be the next researchers who are interested in analyzing the same or different studies or approaches. Furthermore, they can also use the news from different media to generate different findings. On the other hand, examining the standpoint of the media toward other sexism issues is also worth trying. Last but not least, analyzing the impact of the standpoint of the media in society can also be a promising study.

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Siti Mutmainah was born in Cirebon on March 26, 1996. She graduated from MAN 2 Cirebon in 2014. She took one year break before studying at Universitas Islam Negeri Maulana Malik Ibrahim Malang in 2015. At that time, she worked in order to make herself more independent, especially in financial matters.

She was feeling grateful to be able to study English at university since she was the first daughter that could go to university. Besides learning about English thoroughly, she also loved to join Journalism class because she had been interested in that since Senior High School.

Appendix

Excerpt 1

Serena Williams' U.S. Open loss may be the grossest example of sports sexism yet

By Christina Capatides, Cydney Adams

September 9, 2018/CBS News

The 2018 women's U.S. Open final ended in unsettling fashion and controversy Saturday night, with both the winner and loser choking back sobs after an explosive sequence of events unlike anything witnessed in recent memory. Serena Williams was defeated in two sets by 20-year-old Japanese player Naomi Osaka, narrowly missing a chance to tie the all-time record for Grand Slam singles titles.

Williams' defeat came after she was issued a questionable code violation for receiving coaching. She was then docked a point for breaking her racket, followed by a pivotal penalty in which she gave up a game because she accused the chair umpire of lying.

Rarely, if ever, have we seen Serena Williams, arguably the best player to ever step on the court, reduced to tears during a match. We've seen her fiery. We've seen her enraged. But eye filled with tears, voice cracking, as she defiantly defends her position and demands the respect she has more than earned? This was new.

Sparring repeatedly with chair umpire Carlos Ramos, Williams refused to back down, and in doing so, highlighted the double standard in expectations and discipline that exists for men and women on the biggest stages in professional tennis. Several of her male peers took to Twitter to lament the unfortunate discrepancy.

No matter how you think professional athletes should behave, Williams is right to be angry. Male players are often excused — celebrated, even — for putting their emotions on display in the heat of the moment. In fact, Ramos — the very same umpire who penalized Williams a game for calling him a "thief" and accusing him of lying — has tolerated similar, and arguably worse, outbursts from male players on numerous occasions.

At the 2016 French Open, Australian player Nick Kyrgios blew up at Ramos after he was given a warning for raising his voice at a ballboy. "That's bulls**t. Are you kidding?" Kyrgios shouted at the official. "Bulls**t, f***ing bulls**t." He was given neither a point penalty, nor a game penalty.

At the 2017 French Open, former world No. 1 Rafael Nadal threatened Ramos, "Give me the warnings you can, because you will not referee me anymore," he said. Nadal referenced his comments in a post-match press conference. No penalties were given.

That same tournament, defending champion Novak Djokovic got into an impassioned argument with Ramos, approaching the chair to tell him, "You're losing your mind." The skirmish came after Djokovic was docked a first serve for taking too long in the fourth set. He glowered at Ramos, motioned with his racket while uttering something in Serbian, then approached the chair to call the official's sanity into question.

While Djokovic was issued a warning for unsportsmanlike conduct, he was never officially penalized and ultimately went on to stage a five-set comeback. Perhaps Ramos considered Djokovic and Nadal's outbursts as somehow less offensive than that of Serena Williams. Perhaps there is some sort of subconscious bias at play. But these sort of double standards extend far beyond a single chair umpire. They have been rampant for decades.

During a semifinals match at the 2016 Cincinnati Masters in Ohio, British tennis star Andy Murray quite literally kicked a ball at the chair umpire's head. And despite the ATP rulebook clearly stating that "players shall not violently, dangerously or with anger hit, kick or throw a tennis ball while on the grounds of the tournament site except in the reasonable pursuit of a point during a match," Murray was not disqualified. The umpire simply hit him with a pointed look and Murray went on to win the match, advancing to the final.

At the 1991 U.S. Open, five-time champion Jimmy Connors got into a series of heated exchanges with chair umpire David Littlefield. Connors called Littlefield's decisions "bull crap" and repeatedly shouted that Littlefield himself was "an abortion." After each of Connors' tirades, the crowd can be heard enthusiastically cheering along with him. Littlefield can be seen raising his eyebrows, occasionally extending prolonged, disapproving glances in Connors' direction, but otherwise remaining measured and letting the outbursts slide. No penalties are given. No points taken. No games sacrificed. Connors goes on to win the match.

Perhaps even more indicative of the gender disparity in this arena, is the fact that, at the start of the match, the CBS Sports commentator can be heard nonchalantly predicting, "There will be some shouting and some emotional moments in this one."

For male players fired up by the heat of competition, this sort of behavior is simply shrugged off as normal. A testosterone-driven reality of the game. If you are one of the world's top athletes, you have spent your entire life preparing for the highest level

of competition. You have pushed your body to its limit. Of course you will become emotional when a pivotal point is on the line. Of course you will shout and call the umpire names. Those very same qualities got you to the top in the first place.

In fact, trash-talking is tolerated among male athletes in all sports. For athletes like MMA fighter Conor McGregor and NBA forward Draymond Green, it's become an integral part of their persona. But when Hope Solo called the Swedish national team "a bunch of cowards" after a heated Women's World Cup match, she was banned from U.S. soccer. Male athletes have done far worse and are still allowed to return. Numerous NFL players like Adrian Peterson, Michael Vick and Ray Lewis, have weathered controversies over child abuse, dog fighting and even a murder case, returning to multi-million dollar contracts and, in the case of Lewis, being inducted into the Hall of Fame.

Unlike Solo, whose entire career and legacy were torpedoed by an instance of disciplined trash-talking, male players who achieve notoriety on the same grounds often go on to fame and fortune despite their unsportsmanlike behavior. What could serve as a better example than the fact that John McEnroe can be heard as a commentator in the Connors match above?

After years of quietly frustrating women around the world, this year's Grand Slam tournaments — and the U.S. Open in particular — have thrust the issue of sexism in sports to the forefront. First, there was the controversy over Williams' medically necessitated catsuit at the French Open. Then there was the penalty issued to Alize Cornet for taking off her shirt in the scorching heat at the U.S. Open, after her male peers were permitted to sit on the court shirtless for prolonged periods of time. Now Serena Williams has been fined 17,000 dollars for Saturday night's polarizing code violations.

The stakes are dramatically high for all female athletes. However, they are even higher for Williams, who is barely a year out from nearly dying during childbirth, after yet again having to go above and beyond to be given equal treatment and receive the medical attention she desperately needed.

So, yes. She's emotional. She's frustrated. Williams is at, quite literally, the most important and hard-fought moment of her career, with the weight of viral ad campaigns and young players everywhere on her shoulders. The amount of criticism, disrespect and hardship she has overcome to dominate this sport would be enough to break other players, yet she has consistently proven herself in the face of it all.

So when she's accused of cheating, of course she is angry. Who wouldn't be? And when that accusation creates a domino effect that culminates in penalties dealt far less frequently to her male counterparts? Of course she wants to scream at the top of her lungs.

On Saturday night, Naomi Osaka may have won the trophy, but tennis lost. And now sports fans across the globe are simply hoping this is the break point.

Excerpt 2

Serena Williams Had to Address Sexism in Tennis — Again Her treatment at the US Open is yet more proof that something needs to change.

By De Elizabeth

September 9, 2018/Teen Vogue

On Saturday, September 8, Serena Williams and Naomi Osaka competed in the US Open final, where Naomi claimed her first-ever Grand Slam title. Yet when she accepted her win, Naomi was in tears — and they weren't necessarily only from happiness, as she spent time apologizing to Serena for the way the match was officiated. In a press conference after the match, Serena addressed a chair umpire — and the game as a whole — for how she has been treated both during the match, and throughout her historic career.

During Saturday's game, chair umpire Carlos Ramos accused Serena of cheating, by suggesting she was receiving coaching during the game. Serena denied Ramos's accusations, saying "I don't cheat to win. I'd rather lose. I'm just letting you know." Still, Ramos issued her a code violation for alleged coaching. Serena later told Ramos he owed her an apology for accusing her of cheating. The athlete then received a point penalty for cracking her racket, which she addressed by telling Ramos: "You stole a point from me. You're a thief, too." This resulted in a *third* code violation for what Ramos called "verbal abuse." On Sunday, September 9, it was announced that Serena would be fined \$17,000 for the three code violations she received, which would be deducted from her US Open winnings of \$1.85 million as runner-up.

Serena also spoke about the incident with Women's Tennis Association Supervisor Donna Kelso during the game, reiterating that she had not cheated, and positing that she was receiving unfair treatment because she is a woman. "You know how many other men do things — they do much worse than that," Serena said. "This is not fair. There's a lot of men out here that have said a lot of things and because they are men that does not happen to them."

Serena also explained in a press conference that she felt Ramos's actions were discriminatory.

"I've seen other men call other umpires several things," Serena told reporters. "I'm here fighting for women's rights and for women's equality and for all kinds of stuff. For me to say 'thief,' and for him to take a game, it made me feel like it was a sexist remark. He's never taken a game from a man because they said 'thief.'" The tennis star finished up her comments by driving her point home: "For me, it blows my mind. But I'm going to continue to fight for women."

Ramos has a history of making such calls against female players; at the 2016 French Open, he also accused Serena's sister, Venus Williams, of receiving coaching during a game. (At the time, Venus also denied the allegations, saying: "I'm 36 years old. I play fair.") In contrast, male players have historically been able to get away with far worse behavior on the court, and, as *Refinery29* points out, much of their behavior has been "celebrated" by popular culture.

Serena and Naomi showed a tremendous amount of support and love for one another during the trophy ceremony. When the crowd displayed anger over the way Serena had been treated in the match, the athlete urged them, "Let's give everyone the credit where credit's due and let's not boo anymore. We're going to get through this and let's be positive. So congratulations, Naomi. No more booing."

Naomi also addressed the crowd during the trophy ceremony. "I know that everyone was cheering for her and I'm sorry it had to end like this. I just want to say thank you for watching the match," she said. "It was always my dream to play Serena in the US Open finals so I'm really glad I was able to do that."

Many people are supporting Serena's decision to stand up for herself, including tennis legend Billie Jean King. "When a woman is emotional, she's 'hysterical' and she's penalized for it," she wrote. "When a man does the same, he's 'outspoken' & and there are no repercussions. Thank you, @serenawilliams, for calling out this double standard. More voices are needed to do the same." Victoria Azarenka, who won the Australian Open two times, agreed. "If it was men's match, this wouldn't happen like this," she tweeted. "It just wouldn't."

Other people pointed out the fact that both Serena and Naomi's strong performances were overshadowed by the umpire's behavior. "This woman just won, in her FIRST US OPEN, and she is apologizing in tears instead of smiling," educator and activist Zakyia Marie wrote, referring to Naomi. "Serena reacts to unfair treatment after YEARS of it and gets multiple penalties. Two black women had their game ruined today. If you aren't livid, you aren't paying attention."

This isn't the first time that Serena has been treated poorly by the world of tennis, as others have highlighted online. Just last month, it was announced that the French Open was banning Serena's iconic Nike "Black Panther" outfit — an action that was described by many as sexist and racist. Serena, who gave birth to her first child in 2017, lost her seeding at the French Open after taking maternity leave, bringing her ranking from No 1. to No 453. Many of Serena's fellow athletes, including Maria Sharapova, spoke out at the time against the World Tennis Association's policy. "I would like to see that [rule] change," she said. "It's such an incredible effort for a woman to come back from physically, emotionally."

Excerpt 3

Serena Williams is calling out sexism in tennis. Here's why.

By Nicole Chavez

September 10, 2018/CNN

(CNN)Serena Williams' heated dispute with the umpire during the US Open final is the latest controversy involving the tennis superstar in recent months.

Japan's Naomi Osaka beat Williams on Saturday in a Grand Slam showdown that ended in tears for both players -- for different reasons. What was supposed to be a fairy-tale matchup for Osaka and the player she idolizes spun out of control after Williams was handed code violations that she described as unfair.

The U.S. Open hit Williams with fines totaling \$17,000 for three violations, the U.S. Tennis Association said Sunday.

The 23-time Grand Slam champion has faced racist attacks for most of her career, and after the match Saturday, she said she believes sexism is rampant in the sport.

Here's a look back at some recent times sexism has been called out on the tennis court:

Serena calls the umpire a 'thief'

Williams accused umpire Carlos Ramos of sexism after she was handed a series of code violations during Saturday's match.

Ramos first gave Williams a code violation warning for coaching after he ruled that her coach, Patrick Mouratoglou, gave her hand signals from the stands.

Then she got a point penalty for smashing her racket, followed by a game penalty for verbal abuse after she confronted the umpire.

"You stole a point from me and you are a thief," Williams told Ramos prompting the game penalty ruling.

At a news conference following her loss, Williams said she's seen male players call other umpires "several things."

"I'm here fighting for women's rights and for women's equality and for all kinds of stuff. For me to say 'thief' and for him to take a game, it made me feel like it was a sexist remark," she said.

"He's never taken a game from a man because they said 'thief.' For me it blows my mind. But I'm going to continue to fight for women," Williams said.

The International Tennis Federation released this statement Monday:

"Carlos Ramos is one of the most experienced and respected umpires in tennis. Mr. Ramos' decisions were in accordance with the relevant rules and were re-affirmed by the US Open's decision to fine Serena Williams for the three offenses.

"It is understandable that this high profile and regrettable incident should provoke debate. At the same time, it is important to remember that Mr. Ramos undertook his duties as an official according to the relevant rule book and acted at all times with professionalism and integrity."

Billie Jean King, a tennis legend and equal rights advocate, agreed with Williams.

"When a woman is emotional, she's "hysterical" and she's penalized for it. When a man does the same, he's "outspoken" & and there are no repercussions. Thank you, Serena Williams, for calling out this double standard. More voices are needed to do the same," King tweeted.

For Christine Brennan, a CNN sports analyst, the clashes between Williams and the umpire show that women are not being treated equally in the tennis world.

"We know that there's quite a history to it. Think of John McEnroe, think of Ilie Nastase, Jimmy Connors, Andre Agassi. These men all berated chair umpires, famously so. Commercials have been made. McEnroe has done, 'you can't be serious' and all the other tirades, top of his lungs over the years and none of them received a game penalty," Brennan said.

"Would he (umpire) have done that with a man? History has said, no. He would not have done that with a man."

Retired US tennis star Andy Roddick tweeted, "I've regrettably said worse and I've never gotten a game penalty."