

**POWER AND DOMINATION ON UTTERANCES USED BY
THE MAIN CHARACTER OF THE HELP MOVIE**

THESIS

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MAULANA MALIK IBRAHIM
STATE ISLAMIC UNIVERSITY OFMALANG**

2013

**POWER AND DOMINATION ON UTTERANCES USED BY
THE MAIN CHARACTER OF THE HELP MOVIE**

THESIS

Presented to

Maulana Malik Ibrahim State Islamic University of Malang

in partial fulfilment of the requirement

for the degree of Sarjana Sastra (SS)

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2013

STATEMENT OF AUTHENTICITY

I declare that the thesis I wrote to fulfill the requirement for the degree of *Sarjana Sastra (S.S)* entitled “*Power and Domination on Utterances Used by The Main Character of The Help Movie*” is truly my original work. The content of this thesis does not incorporate any materials previously written or published by another person except those indicated in quotations and bibliography. Due to this fact, I am the only person who is responsible for the thesis if there is any objection or claim from others.

Malang, October 20, 2016



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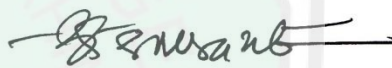
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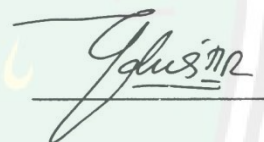
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MOTTO

وَلَقَدْ يَسَّرْنَا الْقُرْآنَ لِلذِّكْرِ فَهَلْ مِنْ مُدَكِّرٍ

And indeed, we have made the Qur'an easy to understand and remember, than is there any that will remember?

(Al-Qomar 54:32)

DEDICATION

Dedicated to: My beloved parents, Bapak Munib and Ibu Maslikha.

My beloved husband, Mas Ali, My Beloved son, Avicenna Zafran

My beloved brothers, Dik Izudand Dik Zidan.



ACKNOWLEDGEMENT

The researcher proudly expresses his gratitude only to Allah SWT who has given the mercy and the blessing so that the researcher is completely able to finish this thesis. *Shalawat* and *salam* are expected to be exerted to the lovely Prophet Muhammad saw who has brought Islam as the *rahmatanlil al-alam*.

By the grace of God, finally the researcher is able to finish the thesis entitled Power and Domination on Utterances Used by The Main Character of The Help Movie as the requirement for the degree of Sarjana Sastra in English Language and Letters Department, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University of Malang.

The researcher would like to give his great thanks to the parents, Bapak Munib and Ibu Maslikha who have supported and motivated her to finish writing this thesis with all their suggestion and prayer. The gratitude also goes to my advisor, Dr. Hj. Kun Aniroh, SST. Par., MM., M.Pd and the Board of Examiners H. Djoko Susanto, M.Ed. Ph.D and Galuh Nur Rohmah, M. Pd., M.Ed who have guided and helped the researcher to accomplish this thesis with all of their constructive comment and critics to make this thesis more perfect and valuable. Next, the researcher thanks to her Husband Mas Ali and her son Avicenna Zafran thanks for love, prayers, help me to editing my thesis and his unflagging encouragement.

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ABSTRACT

Manzila, Diana. 2013. *Power and Domination on Utterances Used by the Main Character in The Help Movie*. Thesis English Letters and Language Department, Humanities Faculty, The State Islamic University of Maulana Malik Ibrahim Malang.

Key word : Power, Domination, The Help Movie

This research describes the application of Critical Discourse Analysis on “The Help” Movie, directed by Tate Taylor. In this research, I have adopted the Van Dijk theory which focused on micro structure to be analyzed by lexical choice as the important element in micro structure that is in stylistic, that as strategy of characters to express Power and Domination. This research gives an interpretation and rich description the Power and Domination which reveal in real condition which happened in earlier 1960 in America.

This research is descriptive qualitative because the data are in the forms of utterances from the conversation. The data are analyzed in the following steps: First, describing the action of characters, than the context, after that historical background, so it can be seen the utterances which contain Power and Domination and also the ideology of speaker. And the last is interpreting how strategy is used by lexical style based on the utterances to answer the research problem, “How the strategies of power domination on lexical style are used by the main characters in “the Help” Movie.

The analysis revealed some findings covering the formulated of research question. It is found that the word of selection has a certain meaning and purposely which represents the power and domination of superior group to minority group. They used noun, verb, and adjective which contain ideology the speakers intend to marginalize, dominate, and underestimate the lower status people or the minority.

Based on the findings mentioned above, it is suggested to the next researchers to fill strategy in politic area, gender, especially on the other elements of micro structure, such as macrostructure, superstructure, etc. Besides, it is also suggested to use the data which are taken from other genre of media like journal or news paper since this script of movie are taken from journal, it will be interested while the next researcher can be provided real written of Kathryn Stockett.

ABSTRAK

Manzila, Diana. 2013. *Power and Domination on Utterances Used by the Main Character in The Help Movie*. Thesis English Letters and Language Department, Humanities Faculty, The State Islamic University of Maulana Malik Ibrahim Malang.

Key word : Power, Dominasi, Film “The Help”

Skripsi ini menjelaskan analisa kritik wacana pada film “The Help” yang disutradarai oleh Tate Taylor. Dalam skripsi ini penulis menggunakan teori Van Dijk yang focus pada struktur kalimat yang dianalisa dengan pilihan kata, dimana hal itu adalah satu factor yang penting dalam pemilihan kata yang diucapkan sebagai bentuk sikap kekuasaan dan dominasi. Skripsi ini memberikan gambaran, diskripsi yang luas pada kekuasaan dan dominasi yang sangat menohok pada kondisi sosial di Amerika tahun 1960.

Penelitian ini merupakan penelitian kualitatif karena data yang diperoleh merupakan ucapan dari percakapan. Data yang diambil di analisa dengan beberapa tahap; pertama, menjelaskan karakter dan watak pemain dalam film tersebut, kemudian situasi dan juga kondisi pada saat mengucapkan, dan juga latar belakang dan sejarah serta pemikiran yang bisa dilihat dari percakapan yang mengandung unsur kekuasaan, dominasi dan ideology pembicara. Dan kemudian yang terakhir adalah pemilihan kata yang digunakan untuk untuk menjawab *research question* “Strategi apakah yang digunakan para actor dalam mengutarakan pwer dan dominasinya dalam film “The Help”.

Analisa skripsi ini menjawab rumusan masalah. Beberapa kata yang sudah diseleksi dengan teori yang digunakan peneliti menunjukkan arti dan maksud yang mengandung unsure kekuasaan dan dominasi superior dan minoritas. Mereka menggunakan

Menilik dari temuan yang dipaparkan, peneliti menyarankan pada peneliti selanjutnya untuk meneliti pada bagian politik, gender, terlebih pada bagian lain dari micro structure seperti macrostructure dan superstructure. Disamping itu, sangat disarankan untuk meneliti data yang diambil; dari bagian lain seperti media, jurnal, surat kabar atau dari transkrip asli novel yang ditulis langsung oleh Kathryn Stockett.

ديانة متزلة. ٢٠١٣. القدرة و السيطرة في المحادثة التي استخدمت في الفلم "The Help Movie". البحث العلمي لقسم اللغة الإنجليزية و آدها كلية الثقافة بجامعة مولانا ملك إبراهيم الإسلامية الحكومية مالانج.

المشرفة: الحاجة كن أنيرة الماجستير

الكلمات الأساسية: القدرة، السيطرة، الفلم "The Help Movie"

هذا البحث هو بحث تحليل نقد المحاضرة في الفلم "The Help Movie" الذي صنع بتات تيلور. في هذا البحث استخدمت الباحثة نظرية Van Dijk على التركيز "التركيب المجهاري" لتحليل "الطراز المعجم" الذي هو أهم العناصر في التركيب المجهاري: طراز اللغة الذي استخدمه الممثلون المسرحية لإلقاء قدرتهم و سيطرتهم. شرح هذا البحث شرحا واسعا كاملا عن مظاهر القدرة و السيطرة التي وقعت في أمريكا في السنة ١٩٦٠.

هذا البحث هو بحث وصفي- كيفي، لأن أخذت البيانات من محادثة الممثلين المسرحية و بحث ببعض المدرجة: الأول، بيان الواقعة بأحوالها و خلفيتها. من ذلك التحليل عرف أين المحادثة التي تدلّ على القدرة و السيطرة و معتقدة المتكلم. و أخير الخطوة هو شرح استخدام طراز المعجم لإلقاء البيان. و هذا الذي استخدم لإجابة السؤال: "كيف استراتيجية القدرة و السيطرة بمنوال اللغة الذي استخدمه الممثلون المسرحية في فلم "The Help Movie"؟

شرح هذا البحث بعض الإكتشاف على أسس أسئلة البحث، هي: بعض المحادثة في هذا الفلم يحتوى القدرة و السيطرة من الأعلى (أبيض الجلد) إلى الأقلية (أسود الجلد). استخدم الممثلون في ذلك الفلم كلمة الاسم و الفعل و الصفة التي تحتوى معتقدة المتكلم لأهان الأقلية.

من الاستنباط السابق، على الباحث القادم أن يبحث من الناحية الأخرى مثل: الأساسية، التركيب الشامل، أو أعظم التركيب أو الآخر. كذلك على الباحث القادم، أن يأخذ البيانات من الوسائل الصلة بالجمهور مثل: جرنال أو الجريدة لأن النص الذي استخدم في هذا البحث له أصل النص من صحافي "Kathryn Stockett".

CHAPTER I INTRODUCTION

This chapter presents background of the study, research question, objectives of the study, significance of the study, scope and limitation of the study and clarification definition of the key terms.

1.1 Background of the Study

People used language is not for communication only, some people try to be understood, trusted, recognized and also to be acceptable by others. Politicians use language to influence other's opinion to create an agreement or support to what they say, act, and control their power. According to Foucault, by language someone can get knowledge and it always has power effect (Foucault: 1989). It can be seen in conversation between Khidir prophets with Moses, Khidir used his power as a teacher who taught Moses, it is clearly state in al-Qur'an, Surah al-Kahfi, and verses 66-78:

قَالَ لَهُ مُوسَىٰ هَلْ أَتَّبِعُكَ عَلَىٰ أَنْ تُعَلِّمَ مِنَّمَا عَلَّمْتَ رُشْدًا (٦٦) قَالَ إِنَّكَ لَنْ تَسْتَطِيعَ مَعِيَ صَبْرًا (٦٧) كَيْفَ تَصْبِرُ عَلَىٰ مَا لَمْ تُحِطْ بِهِ خُبْرًا (٦٨) قَالَ سَتَجِدُنِي إِنِ شَاءَ اللَّهُ صَابِرًا وَلَا أَعْصِي لَكَ أَمْرًا (٦٩) قَالَ فَإِنِ اتَّبَعْتَنِي فَلَا تَسْأَلْنِي عَنْ شَيْءٍ حَتَّىٰ أُحْدِثَ لَكَ مِنْهُ ذِكْرًا (٧٠) فَانْطَلَقَا حَتَّىٰ إِذَا رَكِبَا فِي السَّفِينَةِ خَرَقَهَا ^ص قَالَ أَخْرَقْتُهَا لِتُغْرِقَ أَهْلَهَا لَقَدْ جِئْتَ شَيْئًا إِمْرًا (٧١) قَالَ أَلَمْ أَقُلْ إِنَّكَ لَنْ تَسْتَطِيعَ مَعِيَ صَبْرًا (٧٢) قَالَ لَا تُؤَاخِذْنِي بِمَا نَسِيتُ وَلَا تُرْهِقْنِي مِنْ أَمْرِي عُسْرًا (٧٣) فَانْطَلَقَا حَتَّىٰ إِذَا لَقِيَا غُلَامًا فَقَتَلَهُ قَالَ أَقْتَلْتَنِي نَفْسًا زَكِيَّةً بِغَيْرِ نَفْسٍ لَقَدْ جِئْتَ شَيْئًا نُكْرًا (٧٤) قَالَ أَلَمْ أَقُلْ لَكَ إِنَّكَ لَنْ تَسْتَطِيعَ مَعِيَ صَبْرًا (٧٥) قَالَ إِنِ سَأَلْتُكَ عَنْ شَيْءٍ بَعْدَهَا فَلَا

تُصَاحِبِنِي ۖ قَدْ بَلَغْتَ مِنْ لَدُنِّي عُذْرًا (٧٦) فَأَنْطَلَقَا حَتَّىٰ إِذَا أَتَيَا أَهْلَ قَرْيَةٍ اسْتَطْعَمَا
 أَهْلَهَا فَأَبَوْا أَنْ يُضَيِّقُوهُمَا فَوَجَدَا فِيهَا جِدَارًا يُرِيدُ أَنْ يَنْقُضَ فَأَقَامَهُ ۖ قَالَ لَوْ شِئْتَ
 لَاتَّخَذْتَ عَلَيْهِ أَجْرًا (٧٧) قَالَ هَذَا فِرَاقُ بَيْنِي وَبَيْنِكَ ۚ سَأُنَبِّئُكَ بِتَأْوِيلِ مَا لَمْ تَسْتَطِعْ
 عَلَيْهِ صَبْرًا (٧٨).

Moses said unto him: May I follow thee, to the end that thou mayst teach me right conduct of that which thou hast been taught?. (Verse: 66)

67 He said: Lo! thou canst not bear with me. (Verse: 67)

68 How canst thou bear with that whereof thou canst not compass any knowledge? (Verse: 68)

69 He said: Allah willing, thou shalt find me patient and I shall not in aught gainsay thee. (Verse: 69)

70 He said: Well, if thou go with me, ask me not concerning aught till I myself make mention of it unto thee. (Verse: 70)

71 So they twain set out till, when they were in the ship, he made a hole therein. (Moses) said: Hast thou made a hole therein to drown the folk thereof? Thou verily hast done a dreadful thing. (Verse: 71)

72 He said: Did I not tell thee that thou couldst not bear with me? (Verse: 72)

73 (Moses) said: Be not wroth with me that I forgot, and be not hard upon me for my fault. (Verse: 73)

74 So they twain journeyed on till, when they met a lad, he slew him. (Moses) said: What! Hast thou slain an innocent soul who hath slain no man? Verily thou hast done a horrid thing. (Verse: 74)

75 He said: Did I not tell thee that thou couldst not bear with me? (Verse: 75)

76 (Moses) said: If I ask thee after this concerning aught, keep not company with me. Thou hast received an excuse from me. (Verse: 76)

77 So they twain journeyed on till, when they came unto the folk of a certain township, they asked its folk for food, but they refused to make them guests. And they found therein a wall upon the point of falling into ruin, and

he repaired it. (Moses) said: If thou hadst wished, thou couldst have taken payment for it. (Verse: 77)

78 He said: This is the parting between thee and me! I will announce unto thee the interpretation of that thou couldst not bear with patience. (Verse: 78)

This story tells about Khidir and Moses which happened in Egypt, while Moses received vision from God to study to be better teacher whose name was Khidir, Moses was looking for more than two days, but when Moses faced Khidir. Khidir did not want to make Moses as his student, more over Khidir refused him and claimed that Moses would never be patient to be his student because Moses did not have knowledge same as Khidir. Based on The Tafsir Showi (Ahmad bin Muhammad as-Showi: 1419) explained, Khidir used his Power as a teacher to refuse Moses without explanation and in the first time meeting. By saying “إِنَّكَ لَنْ تَسْتَطِيعَ مَعِيَ صَبْرًا” is interpreted that Khidir refused Moses as his student by Power of Khidir who has high position rather than Moses.

The statement above indicates that the power of word can convey strong meanings because it can influence the people to believe and control the readers or listeners' mind about an event in which it often represents the power of the speaker or writer legitimately. In addition, the meaning of word is not always attached in the dictionary's terms but more often attached with the basis of the cultural condition and context around the participants. The using of words, sentences, propositions, and phrases are considered by van Dijk as elements of the speaker or writer's strategy to achieve their goal. By using this strategy, it is not only viewed as the way of conveying the information but also as the technique of

speaker to influence and control the listener's minds, create support, strengthen legitimate and power (Van Dijk: 1993).

Richardson supported the statement above and argued that particular word in the media was the first stage of analyzing text or discourse. Words convey the desire of society and of value judgments. They convey connoted as well as denoted meanings (Richardson: 2007). Huckin further explained the influence of word choice in a discourse.

That even one word can convey strong meaning connotations. These connotations are not always or seldom assigned in the dictionary, but often assigned on the basis of the cultural knowledge of the participants. Connotations associated with one word or through metaphors and figures of speech which can turn the uncritical viewer's mind (Huckin: 1997).

One of the important discussions in this research is conversation in the Help Movie which is related to the way power is achieved and used in a society. The power of dominant groups may be integrated in laws, rules, norms, habits, and even a quite general consensus, and thus take the form of what Gramsci called "hegemony". Class domination, sexism, and racism are characteristic examples of such hegemony. Note also that power is not always exercised in obviously abusive acts of dominant group members, but may be enacted in actions of everyday life, as is typically the case in the many forms of everyday sexism or racism.

Conversation of the help movie is merely a form of struggle for power in order to put certain dominant, political, and social ideas into practice. As one example, which is used in this movie, the use of word *maid* rather than *helper* or *servant*, has a certain meaning and intention to convince and influence the listeners' mind that the action of maid has more negative image because it is

judged as everlasting servant. It also shows that white people which are employer of black people tend to marginalize the minority group or the people who have a lower social status as the form of discrimination form the majority group which has full power to marginalize the minority.

In addition, there are options of lexicalization, choosing one word rather than another often has contextual reasons, such as the opinions of the speaker about a person, a group or their action. This research focuses on the lexical style or lexical choice to examine the historical event on the ethnic's tension which is portrayed in a movie.

In terms of investigating power and domination, there are several approaches which could be used; one of them is by using critical discourse analysis approach. In this research, it is concerned with analyzing spoken words to reveal the sources of power, dominance, inequality, bias and how these sources are initiated, maintained, reproduced, and transformed within specific social and historical contexts.

Critical discourse analysis (CDA) is a type of discourse analytical research that primarily studies the way social power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context (Van Dijk : 2009). Critical Discourse Analysis (CDA) deals with three points. It contains power, ideology, and history.

Van Dijk applied a theory of news discourse in critical studies of international news, racism in the press, and the coverage of squatters in amsterdam (Van Dijk: 2010).

Eriyanto presents the characteristic of critical discourse analysis referring in the popular critical discourse analysis, Van Dijk, Fairlough, and Wodak's opinion. He provides into five significant characteristics to understand discourse by critical discourse analysis (Eriyanto:2003). First is action, which is considered as an interaction between man and others. Second is context which is used for understanding language and text. Third is ideology, which is in the form of a text and talk. Fourth is history which is put in particular time and place in order to be comprehensible. And the last one is power which elaborates that language can be strategy of power.

Van Dijk stated that critical discourse analysis focuses on social problems, and especially the role of discourse in the production and reproduction of power abuse or domination (Van Dijk: 1993). Here, dominance is defined as the exercise of social power by elites, institutions or groups, that results in social inequality, including political, cultural, class, ethnic, racial and gender inequality. It is not always to describe language but also to offer critical linguistic resources to those wishing to resist various forms of power. More specifically, critical discourse analysis wants to know what structures, strategies, or other properties of text, talk, verbal interaction or communicative events play a role in these modes of reproduction.

The main purpose of critical discourse analysis is to understand how people are manipulated by public discourse and thereby subjected to abuses of power (Huckin: 2002). This does not mean that we see power and dominance merely as unilaterally imposed on others. On the contrary, in many situations, and sometimes paradoxically power and even power abuse may seem jointly produced

(Su'udiyah : 2010). Habermas supported his critical theory stating that CDA aims to help the analyst understand social problems that are mediated by mainstream ideology and power relationships. Also, Fairclough's view on the objective of CDA is to uncover the ideological assumptions that are hidden in the words of written text or oral speech in order to resist and overcome various forms of power over (Fairclough: 1989).

Here, CDA used as approaches to analyzed social phenomena in a earlier 1960 in America which cover in The Help Movie. Since, CDA always covers social inequality, power bias, discrimination and dominance, I decide to used CDA which focused on Van Dijk theory in Micro structure level.

In sum, there are some varieties of the critical discourse analysis study which view that language is not neutral medium from ideology, power, and self interests. The CDA theory of Fairclough and Teun van Dijk are considered as the most popular CDA analyst. The work of van Dijk is however valued as more effective in elaborating the structure, component, and discourse elements and also his model is commonly used in analyzing critical discourse analysis (Rosidi: 2007). So I believe that his theory is more effective and relevant to be applied in this research.

Based on the previous description, I decided to choose the movie entitled "The Help Movie" as my data source to analyze the utterances of the characters of the film based on several considerations. First, this movie told the true story which was adapted from the novel "Help Movie" written by Kathryn Stockett. So it could be said that it had high quality and containing interesting and challenging

plots. Also, because of real phenomena in America both white people and black people, so many conversations which show the discrimination and also the power of majority came from white people. Than this movie represents about gap of racism between black people and white people, so it was true conflict commonly happened in social life and also it is social problem. Third, this movie contains the discrimination aspects reflected through the language which is performed by the characters to show that in their life occurred the social imbalance between two different ethnics white and black people such as a little conversation between Aibileen (Black people) and Hilly (White People) as her employer;

“Did you know as a girl, growing up, that one day you'd be a maid?” said Hilly

“Yes, ma'am. I did” Aibileen Answered.

“And you knew that because?” Hilly continued.

“Mamma was a maid. My grandmother was a house slave” said Aibileen.

From the utterances above, the word choice of “Maid” said by Hilly is more indignity word, which shows that Hilly as majority group has power and high position that Aibileen as black people. Besides there is another word to represent position of Aibileen that is “Help” but Hilly used “Maid” to influence Aibileen mind and realize her position as black people. So, by knowing this social problem, which performs by language, it is necessary to be analyzed from language aspect which indicated Power and Domination based on Van Dijk's theory.

The lexical choice of the word “Maid” has more connotative meaning than denotative meaning since the word maid here is an expression to label social level as minority group of black people in their community. This word is used by Hilly to underestimate Aibileen. So this word is valued containing power and domination of majority group to the minority group that is black people. Based on some considerations and the example which have been presented above, I decided to analyze this movie by using CDA approaches.

Some researchers have done research in this theme, even though CDA is relatively a new perspective in analyzing discourse. First, Faradila (2008) analyzed gender bias in a film using CDA. She explored and analyzed such statements from the movie dialogues that gender biased then classified based on the words and sentences using Teun Van Dijk theory of CDA especially in microstructure element. Second, Rizqi (2010) analyzed the lexical style as one of the important elements of micro structure, using Van Dijk social cognition's theory. In this research, she uses micro-structure to analyze the lexical style as the discursive strategy of characters to express power and domination. And third, Mubarak (2011) analyzed phrasal and sentential structures using CDA in political speeches. In his research, he uses microstructure level strategies to enhance the cohesion and coherence of her political discourse.

In conclusion, this research attempts to analyze power and domination in “The Help” movie based on lexical style using critical discourse analysis approaches. I would like to know how strategy of Power and Domination on lexical style are used by the main characters with different social status

and ethnics' background, based on the reasons and considerations that have been explained above, this research is important to do.

1.2 Research Question

Based on the background of the study above, the research problem can be formulated as follow: How the strategies of power and domination on lexical style are used by the main characters in "the Help" Movie?

1.3 Objective of Study

Based on the research question, the main of the objective of study is to describe the strategies of power and domination on lexical style is used by the main character of the help movie.

1.4 Significance of the study

This research is academically to enrich the study of discourse especially the variances of CDA and linguistically to recognize strategies words of power and domination especially on lexical style are applied in a movie by van Dijk's theory. In addition, this research is expected to provide broader knowledge of how the strategies and their power relations used in the conversation which shows the power and domination of majority group to the minority group.

Theoretically, this study is expected to give academic contributions, especially to build the theoretical bases of critical discourse analysis about the use of lexical style which concerns about the social phenomenon on power and domination which is introduced by van Dijk theory's social cognition.

In addition, practically this study can give valuable knowledge to the researcher itself to describe and interpret deeper about critical discourse analysis,

particularly how to analyze and interpret the lexical style which is concerned with any aspects and context including social, and cultural background. By analyzing so, it is step to describe the strategies of power and domination on lexical style are used in the “Help” movie. Future another researcher may follow up this research by another field in CDA or more complex such as analyze in political area, or gender.

1.5 Scope and Limitation

This research only focuses on script of the Help Movie which taking from the internet in the website www.imdb.com/scripts/Help,-The.html. Not all of the texts of conversation are available, I classified it into several steps, first is data which is indicate power and domination and other are not, then I just copied the data into my own documents, after that I analyze it using CDA approach, how the strategies of power and domination on lexical style are used in conversations of this movie. Although the data are from the internet, these can be justified as valid data as long as we can check them in its website.

Besides, this study focuses on critical discourse analysis which is proposed by Teun van Dijk’s model analysis on lexical style in micro structure level. In fact, there are some elements of a micro structure, but to make this research more feasible and deeper discussion, I concentrate only on lexical style used as strategy to describe, understand and interpret more deeply the utterances or the word used by the characters in The Help movie which indicate power and domination.

1.6 Definition of Key Terms

1. Power and Domination

According to Van Dijk (1993), the main direction of Critical discourse analysis is the study and critique of social inequality. It focuses the role of discourse in the (re) production and challenge of dominance. Dominance is defined here as the exercise of social power by elites, institutions or groups, that results in social inequality, including political, cultural, class, ethnic, racial and gender inequality. As Van Dijk argued following:

Unlike other discourse analysts, critical discourse analysts (should) take an explicit sociopolitical stance: they spell out their point of view perspective, principles and aims, both within their discipline and within society at large...Their perspective, if possible, that of those who suffer most from dominance and inequality...Power involves control, namely by (members of) one group over (those of) other groups. Such control may pertain to action and cognition: that is a powerful group may limit the freedom of action and cognition others, but also influence their minds (van Dijk, 1993:253-254).

1. Lexical style: the lexical choice which indicates the real meaning, meaning that appropriate with our sense observation, or for granted meaning. And also, the word which has positive and negative feelings to which they evoke based on the context. In this research, lexical style is defined as the word choice containing racism and discrimination aspects in the movie's characters utterances (Chaer: 2007).
2. The Help: a historical drama film which is released in 2011. This movie portrayed about power and domination in America which

controversial show by white people to the black people as minority group.

1.7 Research Method

Method is a way used to get the objective of the research, and how the Researcher arranges her steps of work. This method is needed to achieve purpose of the research and to give a clear description of what the researcher does in this research. This chapter presents the research design, research subject, data and source of data, research instrument data collecting, and data analysis

1.7.1 Research Design

Based on the purpose of this research, it is classified as descriptive qualitative research. It is called descriptive because this research is to aim to describe the strategies of power and domination on lexical style or lexical choice in the help movie based on Van Dijk's theory, that is using critical discourse analysis approach.

This research is also classified into qualitative research because this research has some characteristic of it. First, the purpose of this research is to describe and get understanding deeply and also interpretation on how strategies of power and domination on lexical style are used by the main character in The Help movie. Second, this study uses human instrument since there is no another available instrument especially I myself as the primary instrument or collecting and analyzing the data. Third, the data are in the form of words or utterances produced by characters, which are not statistically analyzed but rely on the rich description.

1.7.2 Research Subject

The subject of this research is Script of The Help Movie adapted by Novel the Help written by Kathryn Stockett, in the form of utterances which indicate power and domination.

1.7.3 Research Instrument

Qualitative research studies human experiences and any situations. Researchers need an instrument flexible enough to capture the complexity of human experience. Only human instrument is capable of this task (Bogdan, 1998: p 76). In this research, I myself as instrument since I have to explore and describe my research to find deep understanding of the use lexical style strategies to show power and domination in the help movie.

1.7.4 Data and Data Source

The data source of this research is a movie entitled The Help. This film is released in 2011 to portray the true historical incident in America in early 1960.

In this research, I investigate the utterances produced by the characters from the first up to last scene of this movie which contain strategy of lexical style which indicates power and domination; this is done for achieving a deep analysis and understanding on power and domination in this movie using critical discourse analysis approach.

1.7.5 Data Collection

By conducting this research, I collect the data using several steps as the following. First, I was collecting the utterances from the original movie by checking the full transcript of the characters conversations to match the transcript

with the original conversation in the movie. Second, identifying the utterances or words that indicate power and domination, such as how the Hilli as majority groups use certain words to indignity Abilin as minority groups. Third, arranging the obtained data based on their sequence of the events.

1.7.6 Data Analysis

After getting the data, I analyze the data as the following. First, describing and explaining the context of lexical style or lexical choice used by the characters to understand what the speaker means by their utterances, such as explaining the contexts that influence to produce the discourse including (a) discourse participant, the background of who produce the discourse such as social class, ethnic, religion, etc (b) particular social setting, such as place, time, speaker and hearer position (c) history places discourse in specific social context which cannot be understood without concerning the attached context. Second, interpreting how strategy on lexical style used by the characters containing power and domination based on the contexts. Third, discuss the findings, and, the last step is drawing the conclusion to answer the research problem systematically.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents some theories that are related to this study. The discussion covers discourse, discourse analysis, critical discourse analysis, some models of CDA, lexical style, synopsis of *The Help*, historical context of *The Help*, and previous studies.

2.1 Discourse

Before describing the term of discourse analysis, we need to define and explain the term of discourse itself in order to comprehend the basic concepts of discourse analysis. As a branch of language study, discourse is a complete unit that has two forms: written and spoken. As stated by Tarigan, discourse is as a unit of language that is the most complete and the higher than a sentence or a clause with high cohesion and coherence continuously that have the beginning and ending, that is delivered both in oral and written (Tarigan in Fatimah Djajasudarma:1994). Discourse is language in action, and investigating it requires attention both to language and to action (Hanks 1996). There is a long tradition of treating discourse in linguistic terms, either as a complex of linguistic forms larger than the single sentence (a 'text') or as 'language in use', i.e. linguistic structures actually used by people 'real language' (Brown and Yule 1983; and de Beaugrande and Dressler 1981). In our daily lives, it is familiar to hear people talk about discourse. Discourse is a term that is used not only in linguistics but also it is used in several disciplines like sociology, psychology, medical science, politics, and excreta. In linguistics, Oetomo and Kartomihardjo in Rahardjo define

discourse as a verbal language sequence that is broader than a sentence (Rahardjo: 2007; p. 67). It means that discourse refers to several ways to speak and write to produce the meaning which covers power operation to produce object and certain effect.

Discourse is a very complex part in linguistics. According to Sumarlam (1993) discourse is a complete unit of language that is stated orally such speeches and dialogues or in written texts such as short story, novels, books, and written documents. In Linguistics,

Widdowson defines Discourse as an area of the language study is concerned with how people make meaning and make out of meaning in texts and as social practice. All texts, whether simple or complex, are the uses of language which are produced with the interest to refer to something for some purpose (Widdowson: 2007; p. 24). In this study, discourse is the structure of language that is more complex than a sentence. As the unity of language in communication, discourse can be classified based on its part. Some linguists such as Jacobson and Harimurti Kridalaksana have attempted to classify discourse based on language function. According to Leech in Yuwono discourse can be classified based the function of language as follows:

2.1.1 Expressive discourse

If the discourse comes from the speaker's or writer's opinion as a medium to express his or her ideas like speeches and some writing texts.

2.1.2 Opening discourse

If the discourse is used for succeeding the communication in order the communication runs smoothly such as the discourse of introduction in the party.

2.1.3 Informational discourse

If the discourse is used is related to message or information that is delivered for the hearer or reader such as news in mass media.

2.1.4 Aesthetic discourse

If the discourse is concerning with message with stressing on the beauty of the arrangement of the words like poems and songs.

2.1.5 Directive discourse

If the speaker or writer intends to change hearer's or reader's action and reaction such as speech and advertisement.

Discourse simply can be divided into oral and written discourse. Verbal discourse covers speaker and hearer, language, turn taking which shows the exchange of speaking while written one involves writer, reader, language, and orthographic. Because there is two classification of discourse, some people sometimes argued that discourse is a text. In fact, between discourse and text are quietly different. A text will never be recognized as discourse if in text does not have purpose or ideology.

Halliday and Hasan in Rahardjo (2007) distinguish discourse and text based on its length. Discourse is longer that texts because a text can be very short.

According to Widdowson discourse has cohesion and basic statement while van Dijk states that a text refers to an abstract theoretical construction which is manifested in a discourse. Rahardjo emphasizes that in English practice, discourse refers to verbal language whereas text refers to written language. Although this distinction between text and discourse are not quite clear, in this study, discourse refers to verbal language.

Verbal discourse is used to be determined by other factors beside language such as situation and circumstance in which the discourse is communicated. Therefore, it frequently consists of short units, it is incomplete and ungrammatical. On the contrary, written discourse has complete information and correct grammar to avoid misinterpretation. Most of written discourse use standard language except a discourse that is written intentionally informal for certain purpose such as found in short story and novel while verbal discourse often use informal language.

Based on the sequence of discourse, it is categorized into seven types. There are narrative, descriptive, expository, argumentative, persuasive, hortatory, and procedural discourses. Narrative discourse has plot, events, and character in factual narration such as news and fictive narration like short story and novel. Descriptive discourse is known as the discourse which has detail explanation about certain case like profile. Expository discourse has strong explanation of information like in feature. Argumentative discourse presents strong argumentation which is supported by facts and evidences such thesis and dissertation. Persuasive discourse is the discourse which functions to persuade the hearer or reader in order they follow the speaker's or writer's intention. Hortatory

discourse has strong order that is supported by language like sermon. The last is procedural discourse. It prioritizes process, techniques and steps like the instruction or a guide to use certain tools. Among those types of discourse, the most familiar types of discourse are narration, description, argumentation and persuasive discourse. People use discourse for several purposes. In politics, politicians use discourse to defend, legitimate, and control their power regardless other factors that involve to determine it.

There is no doubt that in an important political speech of a president or presidential candidate each word is chosen as a function of its ideologically and communicative presuppositions and implications. That is, when overall communicative control is strict, also ideological discourse expression will become more conscious. In some contexts, on the other hand, both discourse control and ideological control will be largely automatized (van Dijk: 2004; vol. 2).

In this research, discourse refers to utterances in the form of script of dialog in the movie, discourse that aims to show power and domination, influence, and change somebody's opinion and attitude in accordance with what speaker's intention and will. The broad area of discourse in linguistics has invited linguists to investigate it through some disciplines. Linguists can answer all discourse inquiries through Pragmatics, Hermeneutics, and Discourse Analysis. This study will use Critical Discourse Analysis. This new perspective of discourse analysis is introduced by Teun A. van Dijk.

2.2 Discourse Analysis

Discourse has large domain which attaches to other disciplines such as political, philosophical and sociological domains. Discourse itself has number

meanings that are more complicated in term of the existence of discourse in a number of areas of study. Because people use discourse not only for communication but also to influence other people to support their interest through ideological purpose, discourse constrain the emergence of specific studies to typically concern with. The main of discourse in social practice has encouraged the emergence of interdisciplinary studies that is concerned with the analysis of the relationship between discourse and social practice.

Language is social practice and not a phenomenon external to society to be adventitiously correlated with it, and that language seen discourse rather than accomplished text compels us to take account not only of the artifacts of language, the products that we hear and see, but also the condition of production and interpretation of text, in sum the process of communicating of which the text is only a part. This emphasis is of central importance of linguistic.

(Van Dijk: 2004)

In linguistics, there is interdisciplinary study, which is concerned with phenomenon is recognized as Discourse Analysis. The term discourse analysis first entered general use as the title of paper published by Zellig Harris (1952), although that paper did not yet offer a systematic analysis of linguistic structure beyond the sentence level. Whereas earlier studies of discourse. For instance in text linguistics, often focused on abstract structure of (written) texts, many contemporary approaches, especially those that are influenced by the social sciences, favor a more dynamic study of (spoken, oral) talk in interaction.

Brown and Yule assert that the analysis of discourse is necessarily the analysis of language in use. Discourse analysis has its own area in linguistics as interdisciplinary studies that attaches to other disciplines. Study on discourse cannot be conducted through linguistics but it can be analyzed from other disciplines. Discourse analysis is committed to the investigation of the relationship between forms and function. Renkema confirmed that a discourse study is the discipline devoted to the investigation of the relationship between form and functions in verbal communication. It is clearly enough that indeed the area of Discourse Analysis focuses on the language in use.

Discourse analysis can be used to investigate words, sentences, expressions or meanings beyond people's expression. Burke claimed that in communication people are used to choose word and the arrangement of sentences, that are what words they produce, what symbols they give, and intonation is not merely as the way of individual expression or communication but with the study of utterances of dialog which is intended to dominant people which is produce by white people to black people as minority group, and also to change their attitude to make action.

Discourse analysis has three paradigms that underline the analysis of phenomena in real world. First, positivist discourse analysis that discourse consists of semantic and syntactic structure that establish and build up the meaning regardless of the subjectivity of whom produces language. Positivist discourse analyst then merely investigates the word and sentences without considering the subject which produces language. Second, interpretive discourse analysis reveals that meaning of language can not only be seen from the form but

it is also considered with the subject who produces language. The meaning, therefore, in accordance to interpretive discourse analysis is formed by the world of language and the producers of the language. The process of the production and the reproduction of language, afterwards, are very important. This consideration of the process becomes the main factor that critical discourse analysis has more concern. Critical discourse analysis wants to understand the role of structure, strategies or other properties of text, talk, verbal interaction and communicative events in establishing and maintaining power relations between different groups in society.

2.3 Critical Discourse Analysis

One of approaches to discourse is through critical perspectives. Critical perspectives or Critical Discourse Analysis is a new paradigm of Discourse Analysis in which texts are to describe, explain, and interpret or to investigate them deeply by positioning the analyst (van Dijk: 1993). According to Crystal Critical Discourse Analysis or recently CDA is a perspective which studies the relationship between discourse event and sociopolitical and cultural factors, especially the way discourse is ideologically influenced and can itself influence power relations in society (Fairclough: 1989). All Critical Discourse Analysts agree that texts are related to ideologies which are usually connected to power as well.

Ideologies are closely linked to power, because the nature of ideological assumptions embedded in particular conventions, and so the nature of those conventions themselves, depends on the power relations which underlie the conventions; and because they are a means of legitimizing existing social relations and differences

of power, simply through the recurrence of ordinary, familiar ways of behaving which take these relations and power differences for granted. Ideologies are closely linked to language, because using language in the commonest form of social behaviour and the form of social behaviour where we rely most on 'common sense' assumptions.

(Fairclough: 1989)

Critical Discourse Analysis, moreover, might explore issues such as gender, ethnicity, cultural difference, and identity, and how these are reflected in particular texts. In this research, it investigates ways in which language both constructs and is constructed by social relationships (Paltridge: 2000). There are two major dimensions along which discourse is involved in dominance, namely through the enactment of dominance in text and talk in specific contexts, and more indirectly, through the influence of discourse on the minds of others (Rosidi: 2004).

Critical Discourse Analysis investigates the relationship among discourse, power and social inequality. It takes the position that the relationship between language and meaning is never unintentional and arbitrary in that the choice of particular genre, rhetorical strategy or use of vocabulary, for instance, the lexical choice or word choice in the dialog or conversation.

Fairclough and Wodak describe Critical Discourse Analysis as being based on eight key principles as follows (Wodak. 2007):

2.3.1 Critical Discourse Analysis addresses social problems by examining the linguistic character of social and cultural progresses and structures.

Thus, social and political progresses have a (partly) linguistic or discursive character that is reflected in the use of certain linguistic and discourse strategies and choices.

2.3.2 Power relations are exercised and negotiated in discourse. Thus, power operates through language and is negotiated through language.

2.3.3. Discourse constitutes society and culture in that language not only reflects social relations but is a part of them and reproduces them.

2.3.4 Ideologies are very often produced through discourse. Their production includes ways of representing and constructing society such as relations of power, relations of domination and exploitation, and relations based on gender and ethnicity.

2.3.5 Discourse cannot be considered separately from the discourses that have preceded it and that will follow it. Nor can it be produced, or understood without taking this intersexual relations and socio cultural knowledge into consideration.

2.3.6 Critical Discourse Analysis makes connections between social and cultural structures and processes and properties of texts. These connections are, however, complex, and more often indirect than direct: that is, they are very often mediated.

2.3.7 Critical Discourse Analysis goes beyond description and is both interpretive and explanatory. Furthermore, these interpretations and

explanations are open and may be affected by new readings and contextual information.

2.3.8 Critical Discourse Analysis, by uncovering opaqueness and power relationships, is a form of social action that attempts to intervene and bring about change in communicative and socio-political practices.

Despite there are many variances of Discourse Analysis paradigms, in relation to this study in which discourse as language functions whether it is to control and defend power or to convince and influence people to hold up speakers' or writers' opinion. Therefore, it uses Critical Discourse Analysis as an approach to investigate utterances of the conversation or dialog which is indicated power and domination.

2.3.1 Power and Domination

Power in discourse in terms of the more powerful participant putting constraints on the contributions of less powerful participants. There are various devices of power which are used for doing this:

- Interruption
- Enforcing explicitness
- Controlling topic
- Formulation

According to Van Dijk (1993), the main direction of Critical discourse analysis is the study and critique of social inequality. It focuses the role of

discourse in the (re)production and challenge of dominance. Dominance is defined here as the exercise of social power by elites, institutions or groups, that results in social inequality, including political, cultural, class, ethnic, racial and gender inequality. As Van Dijk argued following:

Unlike other discourse analysts, critical discourse analysts (should) take an explicit sociopolitical stance: they spell out their point of view perspective, principles and aims, both within their discipline and within society at large... Their perspective, if possible, that of those who suffer most from dominance and inequality... Power involves control, namely by (members of) one group over (those of) other groups. Such control may pertain to action and cognition: that is a powerful group may limit the freedom of action and cognition: that is, a powerful group may limit the freedom of action of others, but also influence their minds (van Dijk, 1993:253-254).

2.4 Some models of Critical Discourse Analysis

There are three models of critical discourse analysis which are always associated with the researchers such as Norman Fairclough, Teun A. van Dijk and Ruth Wodak. They essentially have the same idea of critical discourse analysis, but they have distinctive models of analysis. Broadly put, it is concerned to analyze how social and political inequalities are manifested in and reproduced through discourse (Wooffitt: 2005).

It is very brief among researchers that only Fairclough and van Dijk who have detailed model of critical discourse analysis. Wodak, by contrast,

emphasizes the importance of taking into account the wider context of discourse. According to Wodak context have four levels: the actual or immediate use of language or text, the relationship between utterances, texts, discourses, and genres, the extra-linguistic sociological and institutional context of discourse, and socio-political and historical contexts. Her research seeks to identify the operation of power and dominance in discourse across these four contextual levels (Wodak: 2001).

In most critical work of discourse, the central principle is that power and specifically is social power of groups or institutions. The term social power can be defined as control. Hence, groups have (more or less) power if they are able to (more or less) control the acts and minds of (members of) other groups (van Dijk: 2009). Dominated groups may more or less resist, accept, comply with, or legitimate such power, and consider these as natural phenomena.

Related to the power, Gramsci states that the power of dominant groups may be integrated in laws, rules, norms, habits, and even a quite general consensus called hegemony (Van Dijk : 2009). Power system often uses language as hegemony's mechanism including two ways. First, when it does not provide any spaces for other languages, because it is judged as a threatening. Second, when language used to convey the information cannot be separated by power interest. Here, language has crucial function as appropriate channel to propagate the dominant ideology concept. Ideologies are the fundamental social cognition that reflects the basic aims, interests and aspect of groups (1993). Hegemony refers to an ideology those dominates and spread in a society's minds, as Gramsci said (Gramsci: 2003):

“...a certain way of life and thought is dominant, in which one concept of reality is diffused throughout society in all its institutional and private manifestations, informing with its spirit all taste, morality customs, religious and political principles, and all social relations, particularly in their intellectual and moral connotation.

Supported by Fairclough, power is conceptualized both in terms of a symmetries between participants in discourse events, and in terms of unequal capacity to control how texts are produced, distributed and consumed in particular socio-cultural context (Fairclough. 1995).

In this research, I only focused on van Dijk’s model of critical discourse analysis as an approach to answer the problem statements of the study.

2.4.1 Norman Fairclough’s Model of Critical Discourse Analysis

Norman Fairclough is one of the founders of critical discourse analysis that looks at ‘the influence of power relations on the content and structure of writings’. Fairclough explained CDA aims to systematically explore often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power (Davies and Catherine Elder. 2004). He provides us with a useful definition that summarizes most other definitions of CDA:

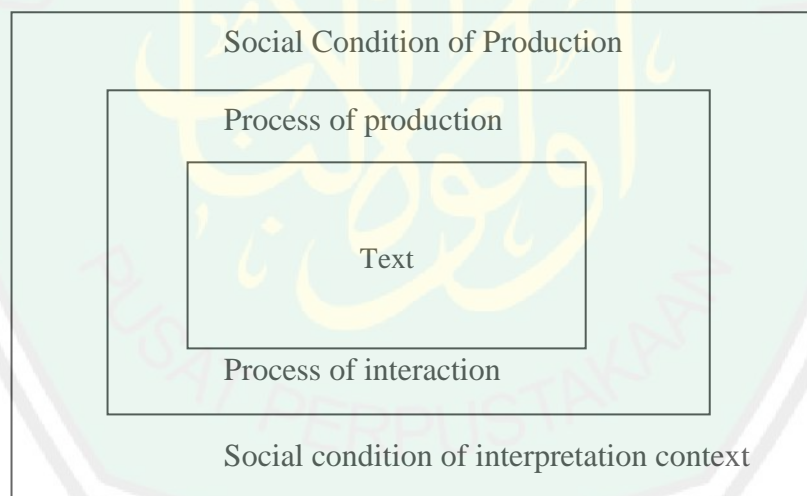
CDA is the study of often opaque relationships of causality and determination between (a) discursive practices, events and texts, and (b) wider social and cultural structures, relations and processes; to investigate how such practices, events and texts arise

out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor securing power.

(Fairclough 1995b: 132-3)

Considering at language as discourse and social practice, any researcher cannot analyze the text only without the process of production and interpretation, but the researcher also analyzes the text, processes, and their social condition. Then, Fairclough illustrates the relationship between text, context and interaction in the following figure:

Figure: Discourse as text, interaction and context



Source: Fairclough (1989)

Related to these three dimensions of discourse, Fairclough distinguishes three dimensions or stages of Critical Discourse Analysis:

- a. Description is the stage which is concerned with formal properties of the text.

- b. Interpretation is concerned with the relationship between text and interaction with seeing the text as the product of a process of production, and as a resource in the process of interpretation. Notice Fairclough uses the term interpretation for both the interactional process and a stage of analysis.
- c. Explanation is concerned with the relationship between interaction and social context with social determination of the process of production and interpretation, and their social effects.

Fairclough and Wodak summarized the main principles of CDA as follows:

1. CDA addresses social problems
2. Power relations are discursive
3. Discourse constitutes society and culture
4. Discourse does ideological work
5. Discourse is historical
6. The link between text and society is mediated
7. Discourse analysis is interpretative and explanatory
8. Discourse is a form of social action

2.4.2 Teun A. van Dijk's Model of Critical Discourse Analysis

The theoretical framework of critical discourse analysis of van Dijk is well known as "Socio cognitive". It does not mean that his theory of CDA is limited to social and cognitive analysis of discourse or to some combination of these dimensions. But, at present, he is personally most interested in the

fascinating socio cognitive interface of discourse analysis (Wodak and Meyer: 2001). The socio-cognitive model by van Dijk is based on the assumptions that cognition mediates between 'society' and 'discourse' (Wodak: 2002). He confirmed his statements by showing that his current researches are most of them study about cognitive and social phenomena. For example, he conducted the research about racism, ideology, abuse, domination on the majority to the minority one, etc.

The processes of reproduction and relations of dominance, according to Van Dijk, not only involve text and talk, but also shared representations of the social mind of group members. Unlike much other work on discourse and society, this approach assumes that there are crucial theoretical reasons why such social cognition should be analyzed as the interface between discourse and society and between individual speech participants and the social groups of which they are members: (1) discourse is actually produced/interpreted by individuals, but they are able to do so only on the basis of socially shared knowledge and beliefs; (2) discourse can only affect social structures through the social minds of discourse participants, and conversely (3) social structures can only affect discourse structures through social cognition. Social cognition entails the system of mental strategies and structures shared by group members, and in particular those involved in the understanding, production or representation of social objects, such as situations, interactions, groups and institutions.

For example, there is a text that marginalizes women. It needs to be analyzed on how the production's process of text, why the text marginalized women. The production process and approach involved in a process is the social

cognition to describe the structure and the process production of text. A text marginalizing women position is caused by the mental cognition among the writers, and also by the society consciousness that sees women in lower position. Here, a text is only a part of discursive strategy that marginalizes women position. The study of discourse analysis explores and examines text as parts of the social structure. The approach, which is familiar with social cognition, helps us to show how the text production that commits the complex process can be analyzed (Su'udiyah: 2010).

The model analysis of Teun A. Van Dijk is considered as more applicable because he presents a complete version of discourse analysis, so his theory can be applied practically and elaborately (Eryanto:2001). He introduces three structural level analysis of discourse. First is macro structure. It is the higher structure as a general or global meaning of a particular text that is examined by focusing on topics of the text. Second, super structure it is a sequence of a text such as how elements and structures of discourse are arranged in a full body of text. Third, Micro structure, it is concerned with the meanings of discourse by investigating and analyzing words, sentences, propositions, and phrases (Rosidi: 2007). The van Dijk's model of critical discourse analysis can be sketched as follows:

Table 1. Teun A. Van Dijk's element of discourse structures

Discourse Structures	Unit of Analysis	Element
Macro Structure	Thematic (What is the theme	Topic

	talking about?)	
Super Structure	Schematic (How are fragments and arrangements of news is schemed in whole text?)	Schema
Micro Structure	Semantics The meaning which is emphasized in a news text.	Background, De-tail, meaning, pre-supposition, and nominalization
	Syntactic (How are the sentence form and its structure chosen?)	Sentence form , coherence, and pronoun
	Stylistic (How is the word choice used in news text?)	Lexicon
	Rhetoric (How and in what way the stressing is used?)	Graphic, metaphor, and image

Source: Eriyanto (2001)

Specifically, in this research, I employ a micro structure level analysis which stressed on lexical style or word choice which is represented in a movie.

A Micro Structure, a microstructure points on local meaning of the discourse is by observing the semantics, syntactic, stylistic and rhetoric aspects (Eriyanto: 2001). This element helps the re-researcher to investigate how texts are constructed by smaller several elements, sequence of paragraph and reasoning, and words, sentences, phrases and expression. The writer or speaker does not only recognize what the intention of the speaker or writer, but how the communicator expresses and produces discourse in choice of language and words (van Dijk: 1993).

The use of words, proposition, and certain rhetoric in media is understood by Van Dijk as the part of the writer or speaker's strategy. The using of certain words, sentences, and stylistic is not only viewed as the way of communication but also as a method of political communication to influence common premise, create the support, strengthen legitimate, and eliminate the opposition (Eriyanto: 2001). A micro-structure is defined four aspects that are, semantic aspects, syntactic aspects, stylistics aspects, and rhetoric aspects. Yet, this research does not use all the aspects of a micro structure, but I merely use the stylistic aspect which focus on lexical style or word choice because analyzing all the micro structure aspect is too large to be analyzed. So, I make specification to be clearer and more elaborate the process of data analysis.

Lexical Style, Style has to do with the choice and variation of the words use and with the sentence patterns that organize these words. Style is the trace in the text of the personal opinions of the speakers as well as of the social context of language use. An analysis of style tells us what the appropriate use of words in order to express meaning in a specific situation or discourse genre, the

most obvious aspect of the study of formulation in race reporting is viewed from the choice of words or its lexical style (van Dijk: 1991).

According to van Dijk, our vocabulary provides a large variety of alternatives to denote the same thing, but they partially differ in meaning. Such meaning connotations belong to different stylistic levels and indicates distinct spheres of action, activity types, topics or social worlds within a speech community and they are not randomly mixed. Mixing these levels either result in a stylistic error or have a specific stylistic meaning (van Dijk: 1997).

At the local level analysis, the speaker needs to express underlying concepts and beliefs in specific lexical items. Similar meanings may thus be variably expressed in different words, depending on the position, role, goals, point of view or opinion of the speaker, that is, as a function of context features (van Dijk: 1997).

Basically, this element refers to how the speaker use word selection on any possibility word is provided. Commonly, a fact consists of some word choice which refers to a fact. Hence, the word used is not merely accidental process but it contains the speaker ideology when he reconstructs and interprets the certain reality.

The word choice used illustrates the certain posture and ideology. The same event can be illustrated by difference words. Van Dijk describes it as follows:

Lexicalization is a major and well-known domain of ideological expression and persuasion as the well-known terrorist versus freedom fighter pair

suggests. To refer to the same persons, groups, social relations or social issues, language users generally have a choice of several words, depending on discourse genre, personal context (mood, opinion, perspective), social context (formality, familiarity, group membership, dominance relations) and socio-cultural context (language variants, socialist, norms and values).

The word “*Maid*” for example, has other words that have same meaning: *helper, assistant, servant, etc.* From that someone could choose one of them. In such the lexical style used is not only incidentally, but also ideologically indicates how someone articulates the facts or realities because it influences the produced discursive meaning. The same event can be described by selecting the different words.

2.5 Racism

Racism is a belief or ideology that all members of each racial group possess characteristics or abilities specific to that race, especially to distinguish it as being either superior or inferior to another racial group or racial groups (Hornby: 1995). The Macquarie Dictionary defines racism as the belief that human races have distinctive characteristics which determine their respective cultures, usually involving the idea that one's own race is superior and has the right to rule or dominate others (van Dijk: 1991.*Racism and press.* p. 212).

Van Dijk defined the term of racism as a social system of inequality, consisting of two main subsystems, namely a social system of discriminatory actions at the micro level and group dominance at the macro level, and a cognitive

system of racist ideologies controlling specific ethnic or racial attitudes (prejudices). This cognitive system of biased social representations is at the basis of the racist social practices of the dominant group (van Dijk: 1991).

2.6 The Help

The Help is a movie which tells about real condition in America in the early 1960s that is conflict of racism at that time. The story begins from a journalist who decides to write a book from the point of view of maids exposing the racism they are faced with as they work for white families. Based on the book or novel of the same name, "*The Help*" Movie is adapted and release in 2011.

It is directed by Tate Taylor with the same name The Help like I said before, set in Jackson, Mississippi. The most maid which is often expose in this film is Aibileen as key actor, Aibileen Clarck is a 50 years old black maid who has spent her life raising white children and has recently lost her only son. Minny Jackson is another black maid and Aibileen's best friend.

Become maids in white families is not good job for them, since almost every day their employers do their power as white people as elites group to discriminate their maid. Same white the Skeeter (Journalist) case, which face difficult to find out her beloved childhood maid, Constantine who has quit while she was away. Skeeter believes Constantine would not have left without writing to her. Skeeter Asked to Aibileen as about it, and while looking for Constantine Skeeter faced many difficult faced by black people maids while working. By those phenomena, Skeeter wants to write a novel which is portrayed the

phenomena and her employer in her office agrees with that. So her writer becomes best seller Novel which is tells about maid who employs in white families.

In this movie is real condition and also real conflict which more has more conflict about racism and power and domination.

2.6.1 Synopsis of The Help

Aibileen Clark is a 50-year-old black maid who has spent her life raising white children and has recently lost her only son. Minny Jackson is another black maid and Aibileen's best friend whose outspokenness has gotten her fired a number of times; she has built up a reputation for being a difficult employee, but she makes up for this with her phenomenal cooking skills.

Eugenia "Skeeter" Phelan is a young white woman who has recently moved back home to her family's plantation after graduating from [Ole Miss](#) to find that her beloved childhood maid, Constantine has quit while she was away. Skeeter is skeptical, because she believes Constantine would not have left without writing to her.

Unlike her friends, who attended university to find husbands (and are now all married and having children), Skeeter is single, has a degree, and wants to begin a career as a writer. Her first job is as a "homemaker hints" columnist in the local paper. With Constantine gone, Skeeter asks Aibileen, the maid to her good friend, Elizabeth, for her help in answering domestic questions. Skeeter becomes uncomfortable with the attitude her friends have towards their "help," especially Hilly Holbrook and her "Home Help Sanitation Initiative", a proposed bill to provide for separate toilets for black help because she believes (as she puts it) that

"black people carry different diseases to white people." Amidst the era of discrimination based on color, Skeeter is one of the few who believe otherwise, and she decides to write a book based on the lives of the maids who have spent their entire lives taking care of white children.

The maids are at first reluctant to talk to Skeeter, because they are afraid that they will lose their jobs or worse. Aibileen is the first to share her stories, after she overhears Hilly's initiative, and realizes that the children whom she has been raising are growing up to be just like their parents. Her friend Minny has just been fired as Hilly's maid as a punishment for Minny using the house bathroom during a thunderstorm (revealed by Aibileen to have spawned a tornado and killed eighteen people: ten white, eight black), instead of going to use the separate outdoor toilet. Hilly poisons all the other families against Minny, making it impossible for her to find other work, and her daughter is forced to drop out of school to find a job as a maid. Minny initially declines to participate in Skeeter's book research, but later agrees to share her stories. Aibileen helps her find work with Celia Foote, who is married to a rich socialite, but is an outcast from the other society ladies (as influenced by Hilly), because she was born into a working-class family and her husband is Hilly's ex-boyfriend. Also, unlike Hilly, Celia treats Minny with respect.

Skeeter writes a draft of the book, with Minny and Aibileen's stories in it, and sends it to Miss Stein an editor for Harper & Row in New York City, New York. Miss Stein thinks there may be some interest in it, but requires at least a dozen more maids' contributions before it can become a viable book. Believing that the book will only be publishable during the Civil Rights movement, which she

believes is a passing fad, Stein advises Skeeter to finish the book soon. No one comes forward, until Medgar Evers is assassinated in Jackson, Mississippi, and Hilly's latest maid is brutally arrested for attempting to pawn one of Hilly's rings (which she found on the floor behind the couch while cleaning), to pay for her twins' college tuition, after Hilly had refused to give her a loan. With racial tensions running high, the maids realize that Skeeter's book will give them an opportunity for their voices to be heard, and Skeeter suddenly has numerous stories to include. Minny shares one last story with Skeeter and Aibileen, which she calls the "Terrible Awful," to ensure that no one will reveal that the book was written about Jackson, Mississippi. As revenge for being fired and accused of stealing, Minny bakes a chocolate pie and delivers it to Hilly. After Hilly has finished two slices, Minny informs her that she has baked her own feces into the pie. Minny tells Aibileen and Skeeter that if they add that part into the book, Hilly will try to prevent anyone from figuring out that she made her eat human feces and will convince the town that the book is not about Jackson. The book is almost finished, except for Skeeter's own story of being brought up by Constantine. Skeeter manages to find out what had happened to Constantine, when her mother, Charlotte, finally explains that she very reluctantly fired her in order to save face during a reception. Soon afterwards, feeling guilty about the incident since the Phelans are quite close to their help, Charlotte had sent Skeeter's brother to bring Constantine home from Chicago, Illinois, where she was living with her daughter Rachel, but he discovered that she had died, not long after leaving Jackson. However, Constantine's daughter forgives them knowing that the family they served genuinely loved them.

The book is accepted for publication and is a success, much to the delight of Skeeter and the maids. She shares her royalties with each of the maids who contributed, and is offered a job with a publishing company in New York City. She tells her boyfriend about the job and the book. Revolted by her ideas of racial equality, he immediately breaks up with her. Later in the afternoon, Hilly hatches a plan to get rid of Aibileen as Elizabeth's help, by falsely accusing her of stealing silver. Elizabeth tries to defend Aibileen, but to no avail. Aibileen denounces Hilly as a godless woman and tells her that she will never have peace if she continues her vindictive ways, leaving her in limbo. As Aibileen tries to convince Hilly and Elizabeth of her innocence, Elizabeth's daughter, Mae Mobley, arrives and pleads with her not to go. Elizabeth is forced to accept the firing of Aibileen, and Mae Mobley cries by the window, shouting for Aibileen as she leaves to start a new life ((online) [http://en.wikipedia.org/wiki/The Help](http://en.wikipedia.org/wiki/The_Help). Retrieved on Juli 7, 2013).

2.7 Previous Studies

To support this study concerning the field of critical discourse analysis, there some earlier researchers related to this study.

First, Faradila (2008) analyzed gender bias in a film using CDA. She explored and analyzed such statements from the movie dialogues that gender biased than classified based on the words and sentences using Teun Van Dijk theory of CDA especially in microstructure element. She analyzed utterances of words and sentences from the dialogue in

The film, selecting the data that show the language bias which is expressed by the main characters and the supporting characters of *Mona Lisa Smile* Film. The result of her thesis is there are many statements that indicate gender bias in types of words and sentences uttered by the main characters and the supporting characters in *Mona Lisa Smile* film.

Second, Rizqi (2010) analyzed the lexical style as one of the important elements of micro structure, using Van Dijk social cognition's theory. In this research, she uses micro-structure to analyze the lexical style as the discursive strategy of characters to express power and domination on Hotel Rwanda. She found that the word selection has a certain meaning and purposely represents the Hutu's power and domination to Tutsi minority; both of them are main character in the Hotel Rwanda.

And third, Mubarak (2011) analyzed phrasal and sentential structures using CDA in political Julia Gillard's speeches. In his research, he uses microstructure level strategies to enhance the cohesion and coherence of her political discourse. He adopts van Dijk's CDA framework about discourse structures as macro structure, super structure, and micro structure, but in his research, He only focuses on micro structure especially on phrasal and sentential structures. His research's findings reveal that Julia Gillard uses Micro structural level strategies on phrasal and sentential structures of discourse to enhance the cohesion and coherence of her political speeches.

From these research findings, I find space for this research to continue the previous study by investigating the local meaning of lexical style or lexical choice

which is applied in verbal interaction or communication occurring in the movie which has a real historical background. I focus my investigation merely on lexical style because they have not researched yet. Therefore, I am very interested in conducting this research.



CHAPTER III

RESEARCH FINDINGS AND DISCUSSIONS

In this chapter, the analysis of the data is done in line with the formulated of research question which presents the findings and the discussion of the study.

3.1 Research Findings

The analysis of the data is conducted in line with the formulated research question. The whole data are taken from the utterances used by the main characters that are, Aibileen, Minny Jackson, Hilly Holbrook, Elizabeth and Cora that used the lexical style indicating power and discrimination aspect. Data are selected and are further described and interpreted based on CDA model analysis proposed by Teun A. van Dijk.

According to van Dijk, the main point of CDA consist of five basic elements those are: (1) Action, (2) Context, (3) History, (4) Power, (5) and Ideology. These elements are very important to understand deeply how strategy of power and domination viewed from lexical style applied in a discourse.

These researches explore in details and analyze such statements from the conversation that is indicated power and domination which shows the different structure social, the ethnic background, and the historical context on the help movie, the incident in earlier 1960s in America. The analysis is presented as the following.

3.1.1 Datum I

The first data which is presented below is taken from conversation between Hilly Holbrook and Minny Jackson, Hilly is white people as employer and Minny as her help in her little family. The location is in the Mississippi in early 1960 when the discrimination of white people to the black people is commonly happened at that time.

Hilly : Minny! Go get Momma!

Minny : Yes Maam.

Hilly : Have You finish my dinner?

Minny : hmmm

Hilly : Oh... Shut!!!!

It can be seen from **historical background** of this story, which is report of one Journalist that is Skeeter who decides to write a book from the point of view of the maids, exposing the [racism](#) they are faced with as they work for white families, which give more duty out of obligation of help is usual, like what happen in Minny situation here.

The context: the conversation below happened in Hilly house, in Mississippi. It is common when one help do everything in her employer's house, including cleaning house, cooking and especially for Minny is taking care Missus Walters as Hilly's mother. While Hilly sitting on a closed toilet, she was screaming and said: "**Minny! Go get Momma!**"

The data selected are "**Minny! Go get Momma!**" uttered by Hilly, as employer in that house, in Mississippi exactly in the minute 00: 07:23 at disk 1 of

the Help Movie. Viewed from her position, it can interpret the utterances is an **“Action”** she used her Power authority to do everything she wants based on her interest and did not care about capability Minny that was cooking. In Mississippi, all of black people are in the second level; white people called them as color person and have to be white people maid like as usual. Black people have no opportunity like white people have, so in whole of their life are continued as help which is work in white families, black people are minority group in Mississippi.

She used lexical style **“Go get Momma!”** by strong stress in her high intonation expression which indicates that her power as employer and her domination as white people without knowing the capacity of Minny as human and have human rights civil society there. It can be interpreted that Hilly used her Power to dominant Minny as minority group in Mississippi, this interpretation can be identified by understanding the whole conversation at that time which is Minny’s answered calmly and just said “Yes Madam” at 07:25 in disk one of the help movie, with there is no expression such as hidden something and afraid to refused her employer. It can be interpret also that every day, Hilly shows her **power** to influence Minny’s mind to did’ not again, and that terrible act are suitable to Minny as her help and minority group.

Stylistically, the term of **“Go get Momma!”** considered as the most powerful utterances and has deep interpretation. Implicitly, the speaker uses this word as strategy which tends to proud of her power and marginalizes others group, Minny, which has powerless authority than Hilly. It also shows that there are different power between two major ethnics in Mississippi, Hilli and Minny.

Based on the small analysis above, the first data contain power of the speaker that is Hilly. In this data the speaker stressed on her utterance “Go get Momma!” which is contain Power of white people on minority group, black people Minny.

The lexical choice of “Get Momma” contains discrimination between two ethnic groups, Hilly and Minny. She tends to show the power of white people and marginalize the minority, Minny. Because, the word choice used illustrates the certain posture and ideology.

It is supported by Van Dijk theory which is illustrated as follow

Lexicalization is a major and wellknown domain of ideological expression and persuasion as the well-known terrorist versus freedom fighter pair suggests. To refer to the same persons, groups, social relations or social issues, language users generally have a choice of several words, depending on discourse genre, personal context (mood, opinion, perspective), social context (formality, familiarity, group membership, dominance relations) and sociocultural context (language variants, sociolect, norms and values). (Van Dijk: 1999)

Data found “Go get Momma”	
Strategy of Power and domination on lexical are used...	Action is “Go get Momma”, here; the action means that the utterance has a purpose. It is clearly looking from, action, history, context and power that has explained above that ideology of white people is consider black people as indignity race who different with their race.
Data selected “Go get Momma” uttered in minute 00: 07:23 at disk 1	Data selected is strategy of Power on lexical choice used by the speaker.

3.1.2 Datum 2

The context: this conversation are happened in the Elizabeth home, Elizabeth is Hilly Holbrook’s friend. There is a little party in Elizabeth home; all of her friends are invited to her house including Eugenia "Skeeter" Phelan who want to know more deeply about black people feel as minority group and report it into a journal. Like as usual, white people at that place consider black people as human are deserve to be maid forever and not same with their superior group. It can be seen from the conversation below;

Elizabeth: Oh Hilly, I wish you’d go use the bathroom

Hilli: Ah-hem. I’m fine

Elizabeth: Aibileen, go check in Mae Mobley

Hilly: If Aibileen uses the guest bathroom, I’m sure she uses yours too

Elizabeth: SHE DOES NOT!

Hilly: Wouldn't you rather them take their business outside?

Skeeter: Did y'all she the cover of "Life" this week? Jackie's never looked

Hilly: Everybody knows they carry different diseases than we do.

Elizabeth: I can't ask Raleigh until tax season. But, it would be nice.

Hilly: That's why I've drafted the home help sanitation initiative

Skeeter: "The Home"...the what?

Hilly: As a diseases preventative bill that requires every white home to have a separate bathroom for colored help

The data selected shows that the conversation above contains power and domination expression of white people race to black people. The power and domination white race can be identified from the way they regard black people have different disease with them.

History: there are statements of conversation in Datum 2 which are indicated power of domination of white race, the first is "**SHE DOES NOT**" uttered by Elizabeth (white race) at minutes 00:14:35 in disk one. She prevents with that statement while one of her friend, Hilly Holbrook judge Elizabeth in one bathroom with Aibileen (Color race) her help. She said very stressful and a little screamed because based on their perspective (White race) one bathroom with their help more over black race is such as disgusting act.

Action: she performs lexical style "**SHE DOES NOT!**" used her power and domination on black race without want to know their feeling while she said like that. She said in front of many people in that party, she just tries to say the

goodness about her and her family. Based on analysis above, the speaker influence another person with her power as superior group in Mississippi to everything they want as their interest. It is indicated that they have an ideology to dominant black race with their power as white race in that city.

It can be understood also from the next conversation which is Hilly Holbrook said to Elizabeth, “**Wouldn’t you rather them take their business outside?**” at 00:14: 40 in disk one, that the data above and this conversation really indicated that white people in Mississippi at early 1960 had power and domination to discriminate minority group, black people. This utterance shows that white people had power to do whereas it is difficult to do it by their help (Black people); moreover they differentiate the bathroom between them and their help. In addition, even if Skeeter as her friendship want to talk about another topic in order to didn’t hurt Aibileen’s heart they still continue their topic about what have they do to color people group as her help, Hilly continue her utterance, “**Everybody knows they carry different diseases than we do**” at 00:14: 58 in disk one. She performs lexical style stress on the word “Different diseases” as strategy to show her power and her superiority group and discriminate black people as her help by differentiate the disease between them. She believes that their diseases are dangerous and different with white group.

The speaker (Elizabeth) expressed the lexical choice “She does not” tend to belittle her help (Black People) by showing her power and domination to her. Based on the background of that conversations also it can be conclude that Elizabeth want to show her ideology to marginalize her help (Black People) in that party in front of her friends. In fact, it is supported by utterance Hilly,

“Different Diseases” with lexical stressful word, it is clearly that their ideology (white people), classify between superior group and minority group, moreover she claims that minority group such as her help (Black People) have different diseases which show that white people want to belittle black people.

<p>Data selected;</p> <p><u>“SHE DOES NOT”</u> at minutes 00:14:35 in disk one.</p> <p><u>“Wouldn’t you rather them take their business outside?”</u> at 00:14: 40 in disk one.</p> <p><u>“Everybody knows they carry different diseases than we do</u> at 00:14: 58 in disk one.</p>	
<p>Strategy of power and domination on lexical style are used....</p>	<p>The Action: <u>“SHE DOES NOT”</u> at minutes 00:14:35 in disk one. <u>“Wouldn’t you rather them take their business outside?”</u> at 00:14: 40 in disk one. <u>“Everybody knows they carry different diseases than we do</u> at 00:14: 58 in disk one. The purposes of the utterances above are to press black people condition as their maid.</p> <p>Context: they used strategy to show their Power and Domination in a party while most of white people come, so by that utterances the speaker want to discriminate black people condition.</p>

It is found in Datum 2, Power and Domination which performs by lexical style.	Based on data found there are social phenomena happened; discrimination, social inequality performs by elite group that is white people.
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3.1.3 Datum 3

The conversation below is taken in Hilly's house, she angry because her help Hilly used her toilet, here the text;

Hilly: MINNYYYY, are you in there?

Minny: Yes, ma'am...

Hilly: Are you sitting down

Hilly: GET OFF OF MY TOILET!!!!

In first called Hilly wants to make sure that her feeling that Minny in a toilet is true, while Minny said “*Yes Ma'am...*” Hilly shout at Minny “**GET OFF MY TOILET!!!!**” at 00:31:30 in disk one. As Hilly said in conversation in datum 2, Hilly asked her friends to make a different toilet out site their house because they are different with black people, more over she said that black people have different diseases and dangerous.

So, she build uncomfortable toilet out site, at that time there is hard rain and Minny wanted to loosen the bowels, Hilly's Mom ask Minny to use their toilet in site but Hilly did not want too. While Minny ask permission to make a tea Hilly has bad feeling that actually Minny want to use their toilet in site. In fact, when it was happened, and Hilly come to check it, Minny was there and suddenly Hilly shout loudly and said “GET OFF OF MY TOILET!!!!” without care Minny

is needed to use it. Although it was night and hard rain, Minny goes home because at that night Minny was fired from her job as help in Hilly's house.

From a little analysis above it can be interpreted that Hilly used her power as white people that is become superior group in Mississippi. She did not care, the reason why, Minny has to use her toilet in site because of rain and Minny needed to do it. Besides that, Hilly used her power also to dominant Minny such as forbid Minny to receive her right as human like Hilly, more over her ideology that is used her power based on everything that she interested in, are influenced to her friends in Mississippi in order to do in same thing in their house such as Hilly.

However, the statement "GETS OFF MY TOILET" contains discrimination to show social status and different race between white people and black people in Mississippi. The lexical choice used in statement "GET OFF MY TOILET" refers to the meaning that comfortable toilet are special used for white people not to used black people. Directly, statement of Hilly what to give assumption that is the good toilet is not allowed to used by black people. So, this data, lexical choice of statement Hilly as white people contain ideology of discriminate black people and also power of white people to dominant black people, it is conclude by looking for action, context, historical background, power and ideology of speaker.

Data selected is "GET OFF MY TOILET!!!!" at 00:31:30	
Strategy of power and domination on lexical style are used....	Action; "GET OFF MY TOILET!!!!" at 00:31:30. the purpose of speaker is to discriminate by showing her power with the action; "GET OFF MY TOILET!", by

	performs uttered above, the speaker want to differentiate the position between white people and black people.
Data found is Power of speaker by using lexical style.	

3.1.4 Datum 4

Same condition with the condition Aibileen as help in Elizabeth's house, the data selected while Aibileen used new toilet, although Aibileen's toilet is not worse like Minny which is located out site, but it is the first time for Aibileen have new toilet different with her employer since Aibileen as help in Mississippi. Here are the conversations;

Elizabeth: Hurry, Aibileen. Mae Mobley's up and I'm off to the doctor

Mae Mobley: Aibee... Bathroom, Momma! Aebee??....

Elizabeth: No! Honey promise me you will not enter it okay? 32: 53

Mae Moble: Yes Mom...

Aibileen: Be right there, baby girl

The data selected are uttered by Elizabeth when her baby wants to get closer with new Aibileen's toilet *"No! Honey promise me you will not enter it okay?"* At 00:32:53 in disk one. She forbid her child to enter or just closer with Aibileen's toilet, as Hilly suggestion to differentiate white families' toilet with black people as their help, Elizabeth applied it in her house.

When Elizabeth said like that, Aibileen listening all of her utterance which is forbid her child to approach her. The statement of Aibileen, "Be right there

baby girl” it is supported that Elizabeth is successful to show her power without resistance of Aibileen, and Aibileen aware her condition and receive it as it suitable for her as minority group in Mississippi.

The lexical choice “**Promise me**” is one of the instruments which is indicated that Elizabeth did not want to enter black’s people toilet. It is indicate also that the ideology of Hilly that is black people has different diseases and dangerous has influenced Elizabeth’s mind and applied to Aibileen, although the toilet is uncomfortable but Elizabeth force Aibileen to use it since Aibileen work in her house.

From the statement above, the discrimination and power of Elizabeth are identified from lexical choice “**Promise me**” and continued by “**You will not enter it okay?**” it shows that, white people there teach their child to avoid black people since child until their perception that black people are maid forever and did not same with them.

By that statement it is clearly that in every occasion, white people in Mississippi show their power as their ideology to discriminate and dominant black people as minority group there. It can be seen from lexical choice that was analyzed above.

Data selected “ <u>No! Honey promise me you will not enter it okay?</u> ” At 00:32:53 in disk one	
Strategy of power and domination on lexical style are used.....	Action: “ <u>No! Honey promise me you will not enter it okay?</u> ” At 00:32:53 in disk one. Speaker tends to make black people uncomfortable by making

	<p>distance between her child as superior group that is white people and Aibileen as black people.</p> <p>Context: new uncomfortable bathroom.</p> <p>History: white people believe that black people have different diseases.</p>
Data found in Datum 4 are Power and Domination on lexical style produce by Elizabeth	

3.1.5 Datum 5

It is different with data that are taken before, this data are taken from black people's home, when Aibileen finally want to be interviewed by Skeeter and make it that paper into a journal, here the conversations;

Skeeter: I parked way up on State Street and caught a cab here like you asked

Aibileen: got dropped two streets over?

*Skeeter: Aibileen, I now know it's against the law for us to meet like **this***

Aibileen: thank you

Aibileen: I'm sorry. I've never had a white person in my house before.

40:21

Data selected here is uttered by Aibileen when Skeeter comes in Aibileen's home that is "**I'm sorry. I've never had a white person in my house before.** Before it Aibileen did not want to share her story as the help in white families because of it is too dangerous, since white families there never

considered black people as human being, but same as animal. Aibileen though it is needed to do when received called from Minny and her husband angry because of Minny was fired from Hilly's house. The statement Aibileen, "**I'm sorry. I've never had a white person in my house before**" is not simple because of white people never come to Aibileen house, but more than that, it is dangerous for both white people and black people when they care each other more over coming to black house, it is unusual and both of them under a cloud to make something trouble. It is can be understood from the statement of Skeeter which is said, "**I parked way up on State Street and caught a cab here like you asked**", the sentence "Like you asked" is not because of there is someone who want to steal her car, but it is in order to there is no anyone knows that Skeeter comes to Aibileen's house.

The lexical style of the word "I've Never" indicated that there is different among black people as minority and white people as superiority there. The power of white people is not only control their action but also influence their mind, the power misused to limit the freedom of action other group that is black people, the bias of that action superior group dominance other group in that place, because of the control of their power also influence their mind.

Although Aibileen knows that Skeeter is not same whit her friends who considered Aibileens and other help is not appropriate to receive same opportunity with white people but, Aibileen still afraid to said what she feels about white people, as their help in Mississippi. It can be understood from, her utterance that was analyzed above.

3.1.6 Datum 6

This conversation is between Skeeter and Aibileen when both of them want to begin make one of journal of black people case in Mississippi. Aibileen consider that she is minority group in that place, and that job with Skeeter is dangerous and she still afraid since Skeeter is one of white families that different with Aibileen as minority group. Here is the conversation

Skeeter :I've never been in colored person's home before. I think we're both doing great. This tea is really nice

Aibileen: Miss Skeeter, what if, what if you don't like what I got to say about white people?

Skeeter : I...this isn't about my opinion, it doesn't matter how I feel

Aibileen : You have to change my name. Mine, Miss Leefolt's, everybody's.

Skeeter : Everybody? So, you know other maids who might be interested?

Aibileen : Is gone be hard.

The data selected are uttered by Aibileen, "**Miss Skeeter, what if, what if you don't like what I got to say about white people.**" At 40: 29 in disk one, from the statement above it is clearly that Aibileen still afraid to show up her feeling about white people, although Skeeter makes Aibileen sure that her journal is to support Aibileen and other help or black people condition in Mississippi. In this case, although Skeeter as white people is journalist who want to help Aibileen, but Aibileen still hesitate to do it, more over to show her note about white people.

It is indicated Aibileen's mind has influenced by her employer that is white people and hegemonies her as minority group, the consequence is Aibileen always accept bad condition as usual and common happened to her as help. Because of it is happened year by year so, Aibileen just keep silent and didn't have brave to do what should she does as human being at that place. More over after that Aibileen told that she take care of white child beside her son died because of accident and never receive aid from white people who blundered against her son. She told also that white people considered her son as rubbish. It is indicated that white people always had power to control what they interested in, and did not care about black people feel, the bias from that attitude, they are easy to dominant the minority group over there.

The domination of white people there, is not done by one person only, but most of white people do same thing in their help, it is can be seen from the next utterance by Aibileen, **"You have to change my name"** at 40: 32, Aibileen still afraid although what will Aibileen write white Skeeter is real story. The lexical choice of "Change my name" is not because of Aibileen is not believe in herself but it is more because of it is too dangerous if she write her name there (journal).

Lexical choice of "Change" indicated that showing real name of Aibileen and other maid will be dangerous to them. It is clear that white people use her power to control black people act in order to do not against them. Rhetorically, by seeing Aibileen say that calmly and hesitate with what she was saying, it can be interpret because Aibileen be cast down of her and other maid case in Mississippi.

Moreover, the next statement of Aibileen is **"It's gone be hard"** at minute 40: 56 in disk one, when Skeeter said **"Everybody? So, you know other maids**

who might be interested?” it is can be interpreted that actually, it is not Aibileen only, that feel uncomfortable for her job as help but all of help that is black people feel same as Aibileen.

3.1.7 Datum 7

After Minny were fired from her Job, Minny did not have money to pay school fee of her children, by that condition she forces one of her daughter to work as help in white families. Since it is too difficult for black people there to look for another job accept help, especially for woman such as Minny and another black girl in Mississippi. While leads her daughter to bus, Minny explain many roles that should be bowed by her daughter when work in white families house.

Minny: There are rules for working in a white lady's house. Rules number one: Don't you ever let white lady find you sitting on her toilet.

The utterance “**Don't you ever let white lady find you sitting on her toilet**”, at minute 45: 50 in disk one, it is related to the story of Minny with Hilly, so Minny did not want the same damn thing happened to her daughter. Based on Minny advice to her girl, it can be seen that it is to be terrible thing when black people sitting in the same toilet with white people. “Why Minny said something that actually Minny dislike to do it?” based on the action, the context and the historical background, and also the analysis before, Minny has influenced by Hilly that black people have different diseases with white people, although it unreal but Minny try to believe that because of bad consequence while Minny show her real feel to the white people. Those consequences that make Minny have to tell it to her girl as the first help, by hopes her girl never received bad treatment from her employer.

The meaning of “**Don’t you ever let white lady find you sitting on her toilet**” is not simple as “It is forbidden for help to sitting in same toilet” but more from that, behind the text there is an incident that I have told as historical background in previous paragraph, there is second meaning when it is analyzed from the context and history that related to the action. First, that statement is rules and forbidden all at once for girl, although as normal help, it is allowed to do by help. Second, Minny want to her daughter knows that as black people there is no special excuse as help for them, and black people is minority group in that place (Mississippi), so her daughter have to abided by that rule to save herself.

The lexical choice of “**Don’t you ever let white lady find you sitting on her toilet.**” Shows that power of white people to control black people as her help or just former of her help always happened in Mississippi. It can be understood from Minny statement above; although she is not as white people’s help she is continuing to aware the rules that should do by helps. In other hand, that statement show the domination of white people to the black people there, since Minny showed her real feeling about crime of Hilly, but she still abided by that rules and actually she consider that her community is minority group there. So, it can be conclude that power of white people are success to dominant their group minority.

3.18 Datum 8

This conversation is about Minny and her daughter, Minny explained rules to her daughter in order to her daughter has not destiny same as her.

Minny: Number two: when you’re cooking white food, taste it with different spoon.

The fact is, why Minny said; **“Number two: when you’re cooking white food, taste it with different spoon”** at minute 45:59 in disk one, is because what was said by Minny was passed by her own. So, Minny really knew the consequence while her daughter as new help of white people families broke the rules. White people did not give dispensation when black people did not tend to do it, it is also passed by Minny while Minny used their toilet whereas that was hard rain and of course it was difficult for Minny to use her own toilet.

From the statement above can be understood that, white people use their power to control the act of black people until in a small thing such as spoon. It also shows that white people classify the classes among them (white people and black people). By their power to dominant black people as their help, they could control the behavior of black people, the domination of white people also limit the minority group to do what they interested in. This conversation also contains discrimination between white and black people. The lexical choice of “Taste it with different spoon” is not simple because of white people as employer and black people as help, but by choosing *“Taste it with different spoon”* this statement contains such as indignity expression of white people to black people.

It is supported by the next utterance by Minny, **“Number three; you use the same cup, fork, same plate every day”** at minute 46:07 in disk one. It can be interpreted, how difficult to black people as help in white people families, when they want to do the necessary to them, they have to do in the same way and also same thing every day. The power of white people can be seen from that rules, they explore black people to work almost every moment but with low capacity and also quality.

3.1.9 Datum 9

Minny got new Job in Cellia's house, Minny was afraid when Minny have to face Mr. Johnny, since actually Cellia did not want to tell to her husband, if Cellia asked Minny to work in her house, it's because Minny said to Cellia "**What if Mr. Johnny do if he comes home and finds a colored woman up in his kitchen?**" at minute 50: 15 in disk one.

In Mississippi, white people easy to judge black people do crime in order to black people enter to jail when white people though there black people do something which is not interested in by white people. The lexical choice of "A colored woman" uttered by Minny shows that Minny consider as black people in white people perspective are such as despicable thing. When it uttered by white people, (**colored woman**) it is indignity expression to black people but, when it is uttered by black people, it can be interpreted as condescending of Minny as black people in Mississippi.

It can be understood that white people always use their power and dominant black people as minority group in that place. The ideology of white people as high class and black people as lower and also minority is not only accrued by white people but also black people as the object of discrimination and exploitation in Mississippi.

3.1.11 Datum 10

This conversation occurred in the Elizabeth's house while most of white people make a little party for charity, when Aibileen give a cup of coffee Hilly satires her by said " **Aibileen, are you enjoying your new bathroom over at Elizabeth's?**" at minutes 00: 17: 16 disk two.

The speaker (Hilly) expressed “**Aibileen, are you enjoying your new bathroom over at Elizabeth’s?**” has certain purposes, actually Hilly a little know that Aibileen and Skeeter are doing such as report of black people condition in Mississippi. By saying that Hilly want to show to Aibileen that Hilly has power to influence Elizabeth as Aibileen’s Employer to do something terrible to Aibileen, one example that has been done by Hilly was made uncomfortable toilet to Aibileen in Elizabeth house.

Hilly stressed on the word “*Enjoying*”, whereas everybody knows that toilet is bad quality and also uncomfortable toilet, but Hilly still said “**are you enjoying your new bathroom over at Elizabeth’s?**” implicitly, Hilly want to say to Aibileen that she could do more than that if Aibileen and Skeeter do over rules that has made by white people at that place.

The lexical choice of “**are you enjoying your new bathroom over at Elizabeth’s?**” especially in the word “Enjoying” show the power of Hilly as white people to depress black people as minority group in Mississippi by doing affectation to all of white people at that place. It is also can be interpreted that Hilly use her domination to control black people to be maid forever in Mississippi. It is clear that their ideology is to indignity black people as minority and lower group.

3.1.13 Datum 11

In Mississippi, there is different bus to pick black people up to their employer home, since all of black people there are maid. One day, there is one of maid are arrested by police cruelly, by that incident all of black people there want

to be participant of interviewer of Skeeter journal, here is one of worse condition of black people that said by Cora.

Cora: I had been workin' for Miss Joline's mother up 'til she died. Then her daughter, Miss Nancy, asked me to come work for her. Miss Nancy a real sweet lady.

Cora: But he momma left it in the will that I had to work for her daughter, Miss Jolene. Miss Jolene a mean woman. Mean for sport. I tried to get another job, but in everybody mind, the French family and Miss Jolene owned me, owned me, this uttered by Hilly at minutes 00:36:35 in disk two.

From the conversation above, it is very clear that the conversation above contain racism between two different ethnics. It is indicated by the utterance “**Miss Jolene owned me, owned me**” expressed by Cora, she said it be cast down with her condition as help, and her employer consider her as help un-professional. Semantically, the discrimination is represented by Miss Jolene, who regards Cora as her owned. From this data description, I find the power and domination which is stressed by lexical choice on the word “**Owned me**” which contain an ideology of Miss Jolene to marginalize Cora as her help of black people and minority group at that place.

3.2 Discussion

In this section, I discuss the data analysis. Referring to the data description and interpretation employing Van Dijk's social cognition theory, it is clear, this research finds that the characters of The Help Movie used lexical style as their strategy to indicate and show that in their utterances contain Power, Domination, Marginalizing, social status imbalance which is caused by different race and ethnic background and social class status.

In the present study, the strategy is generated from the element of a micro structure is lexical style which reveals the social problems happened in The Help movie. From the data, it is found that the most characters with more power and Domination tend to marginalize, dominate and also control the minority group through the lexical style used in their utterances produced, for example: (1) **Noun** form: business, diseases, honey, person, people, lady, food, spoon, woman, bathroom, job, mind (2) **Verb** form: go, get, check, does, carry, hurry, promise, enter, gone, find, sit, taste, comes, enjoy, work, (3) **Adjective** form: different, white, same, colored, new, own (4) **Presupposition**: outside, than, before, about, hard, (5) **Pronoun**: everybody, they, we, what, you, she another, (7) **adverb**: never (8) **conjunction**: if,

In addition, from all data analysis above, I can find several words used to marginalize, discriminate, express social imbalance and injustice which are caused by power and domination and main factors like there are differences of ethnic background and social class among the characters, and also the ideology which has by white people in the help movie as historical background. The core of the

using of language in this case is to distribute the interest of the speaker because there is certain ideology practice toward the lexical style used.



CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter presents conclusion and suggestions dealing with the findings of the analysis. It concludes the findings that are discussed in the previous chapter and provides the suggestions for the readers.

4.1 Conclusion

From the data analysis, the power and domination are practiced based on the statements used by the main characters and the supporting characters which are in the form of lexical style. The lexical style used by the main characters as their strategy indicates and represents domination, marginalization, exploitation between dominant group and minority group, in other hand it is produced by elites group in this film that is help movie. These lexical styles are used to influence someone, to strengthen the legitimating, to underestimate the minority, to maintain the power and spread their ideology to be received and recognized by the lower people.

In conclusion, this study strengthens the microstructure element of Van Dijk's model of critical discourse analysis, in part of stylistic that is lexicon, Lexical choice style used by the characters in The Help Movie. This is judged as strategy which covers word choice indicated power and domination of superior group.

4.2 Suggestion

As explained in the discussion, the power and domination which are in form of lexical style is interesting to discuss because it gives deep understanding for the readers who intend to apply critical discourse analysis.

It is suggested to next researcher who interested in investigating in the same field of critical discourse analysis more over in the same movie to fill the strategy in politic area, gender, especially on other elements of micro structure, such as macrostructure, superstructure, etc. Besides, it is also suggested to use the data which are taken from other genre of media like journal or news paper since this script of movie are taken from journal, it will be interested while the next researcher can be provide real writer of Kathryn Stockett. Therefore, they can conduct a new analysis on critical discourse analysis that is relevant with this research in their future analysis.

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1. APPENDIX: Data Identification

DATUM	SENTENCES	CONTEXT OF ITS APPEARANCE	MEANING		SPEAKER	HEARER
			BACKGROUND	INTENTION		
1	Minny! Go get Momma!	It's appear in relaxed talking	In Hilly's house in Mississippi, and Minny work at that house	Making an order to serve their dinner	Hilly Holbrook	Minny Jackson
2	She does Not	In formal condition	There is a little party in Elizabeth's house, and many white people joint in that house	Making sure that colored people does not use their toilet	Elizabeth	Hilly & Skeeter
3	Everybody knows they carry different diseases than we do	In formal condition	A little party in Elizabeth's house	Explaining the diseases that colored people have	Hilly	Elizabeth & Skeeter

4	As a disease preventative bill that requires every white home to have a separate bathroom for colored help	In formal condition	A little party in Elizabeth's house	Some advice for white people, about the dangerous of colored-people disease	Hilly	Elizabeth & Skeeter
5	Get off of my toilet	In angry condition	In an early morning in Hilly's house, Hilly meets Minny (colored help)	Hilly makes a rule that colored people have to use different toilet	Hilly	Minny
6	There are rules for working in white lady's house. Rules number one: Don't you ever let white lady find you sitting on her toilet.	In relaxed condition	Minny is explaining rules for working in white people house	It is forbidden for colored help to sitting in the same toilet	Minny	Skeeter
7	Number two: when you're cooking white food, taste it with different spoon	In relaxed condition	Minny is explaining rules for working in white people house	It's wrong when colored help used the same spoon or other tools	Minny	Skeeter

2. APPENDIX: Data Identification

DATUM	WORDS	CONTEXT OF ITS APPEARANCE	MEANING		SPEAKER	HEARER
			BEACKGROUND	INTENTION		
1	Colored help	In relaxed condition	When Hilly and her friends in garden, she called his help as colored help	She calls her help as colored help	Hilly	Elizabeth & Skeeter
2	Colored room	In relaxed condition	In a little party at Elizabeth's house	Explaining that colored people have to different room with white people	Elizabeth	Hilly, Skeeter & Jolone

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