

**CRITICAL DISCOURSE ANALYSIS OF “A BLACK GIRL  
IGNORED IN GYMNASTIC IRELAND” IN BBC NEWS  
ONLINE MEDIA**

**THESIS**

By:

**Dina Hilma Hayati**

NIM 200302110038



**DEPARTMENT OF ENGLISH LITERATURE**

**FACULTY OF HUMANITY**

**UINVERSTAS ISLAM NEGERI MAULANA MALIK**

**IBRAHIM MALANG**

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**CRITICAL DISCOURSE ANALYSIS OF “A BLACK GIRL  
IGNORED IN GYMNASTIC IRELAND” IN BBC NEWS  
ONLINE MEDIA**

**THESIS**

Presented to

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In Partial Fulfilment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

By:

**Dina Hilma Hayati**

NIM 200302110038

Advisor:

**Habiba Al Umami, M.Hum**

NIP. 199008122019032018



**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITY  
UINVERSTAS ISLAM NEGERI MAULANA MALIK  
IBRAHIM MALANG**

**202**

## STATEMENT OF AUTHORSHIP

I state the thesis that this thesis entitled Critical Discourse Analysis of “A Black Girl Ignored in Gymnastics Ireland” in BBC News Online Media is my original work. I do not include any materials previously written or published, except those cited as references and written in references. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 17 September 2024

The Researcher  
  
METERAL  
TEMPEL  
3ADABALX437942304

Dina Hilma Hayati  
NIM. 200302110038


## APPROVAL SHEET

This is to certify that Dina Hilma Hayati's thesis entitled "Critical Discourse Analysis of "A Black Girl Ignored in Gymnastics Ireland" in BBC News Online Media" has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S).

Malang, 17 September 2024

Approved by

Advisor



Habiba Al Umami, M.Hum  
NIP. 199008122019032018

Head of Department of English Literature



Ribut Wahyudi, M.Ed., Ph.D.  
NIP 198112052011011007

Acknowledge by

Dean,



Drs. M. Faisol, M.Ag.  
NIP. 19741012003121003

## LEGITIMATION SHEET

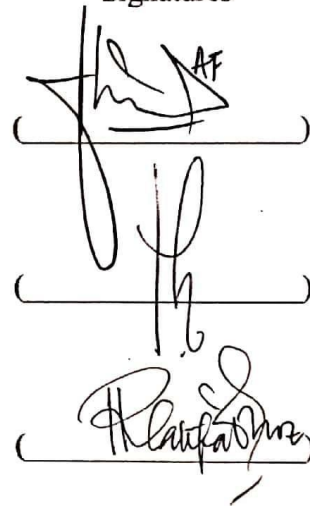
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Malang, 17 September 2024

### Board of Examiners

1. Chair  
Dr. Hj. Syafiyah, M.A.  
NIP 196609101991032002
2. First Examiners  
Habiba Al Umami, M.Hum  
NIP 199008122019032018
3. Second Examiners  
Nur Latifah, M.A.  
NIP 197706252023212013

### Signatures



Approved by  
Dean of Faculty of Humanities



**MOTTO**

“It is hard to fail, but it is worse never to have tried to succeed.”

– Theodore Roosevelt –

## **DEDICATION**

This thesis is dedicated to:

My beloved mother, Nur Ainah, S.Pd., as the most supported mother who always encourages me.

To my beloved father, Muhammad, who has passed away, thank you for all the love and attention you have given. Thank you, because of you I have grown up to be brave and confident. I dedicate this thesis to you.

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The author went through the ups and downs in completing this thesis. The author realizes that the author would not have reached this point without help from several parties. Therefore, the author would like to express her deepest gratitude to Mrs. Habiba Al Umami, M.Hum, as the author's supervisor, for all the guidance, knowledge, and support given to the author. Hence, the author was able to complete this thesis well. The author also thanks Dr. Galuh Nur Rohmah, as the author's academic advisor. The author is grateful for all the guidance and advice that has been given so far. Hopefully, all the goodness that has been given to the author will be rewarded in kind by Allah SWT.

The author also thanks all parties who have contributed and helped the author in completing this thesis. The author would like to thank all parties who have provided support to the author, whose names the author cannot mention one by one.

Then, the author realized that the thesis she wrote was far from perfect. The author is aware of the many shortcomings that exist in the thesis that the author wrote. For this reason, the author apologizes profusely for any mistakes the author made in writing this thesis.



The author hopes that this thesis will be useful for readers. The author hopes that this thesis will provide benefits both in adding insight and as a reference for readers. The author is fully aware that truth and knowledge belong to Allah and always come from Him. May we all receive the grace and blessing of Allah SWT.

Malang, 17 September 2024

The Researcher

Dina Hilma Hayati

## ABSTRACT

Hayati, Dina Hilma (2024). Critical Discourse Analysis of “A Black Girl Ignored in Gymnastics Ireland” in BBC News Online Media. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.  
Advisor: Habiba Al Umami, M. Hum.

*Keywords: Critical Discourse Analysis, Inclusion, Exclusion, BBC News, A Black Girl Ignored in Gymnastics Ireland*

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Racism is a social phenomenon that continues to occur from the past until now. Advanced technological developments allow the spread of racism to become wider, one of which is through online newspapers. This research purposed to reveal racism through the use of inclusion and exclusion strategies by BBC News online media. This research also aims to reveal whether there is bias in this newspaper. This research used a critical discourse analysis approach. The data was taken from four articles of BBC News Online regarding the issue of the black girl published from September 24th until 28th, 2023. The data collected was data in the form of words, phrases, and sentences. Based on the inclusion and exclusion strategies proposed by Leeuwen (2008), this research found the two strategies were used by BBC News to represent the social actor. In the exclusion strategy, the strategy found was backgrounding while suppression was not found in this research. Then, this research found activations, assimilations, impersonalizations, functionalization, categorization, identification, passivation, and nomination while the rest strategies were not found in this research. From all of these findings, the most used strategy was activation. BBC News typically used this strategy to emphasize the action of Gymnastics Ireland in dealing with the racist issue. Moreover, BBC News was not neutral in reporting the news as Gymnastics Ireland was portrayed more negatively than the black girl.

## ABSTRAK

Hayati, Dina Hilma (2024). Analisis Wacana Kritis “Seorang Gadis Kulit Hitam Diabaikan di Gymnastics Ireland” di Media Online BBC News. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.  
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*Keywords: Analisis Wacana Kritis, Inklusi, Eksklusi, BBC News, Discourse Analysis, Inclusion, Exclusion, BBC News, Seorang Gadis Kulit Hitam Diabaikan di Gymnastics Ireland*

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Rasisme merupakan fenomena sosial yang terus terjadi dari dulu hingga sekarang. Perkembangan teknologi yang maju memungkinkan penyebaran rasisme semakin luas, salah satunya melalui surat kabar online. Penelitian ini bertujuan untuk mengungkap rasisme melalui penggunaan strategi inklusi dan eksklusi yang dilakukan oleh media online BBC News. Penelitian ini juga bertujuan untuk mengungkap apakah terdapat bias dalam surat kabar ini. Penelitian ini menggunakan pendekatan analisis wacana kritis. Data diambil dari empat artikel BBC News Online mengenai isu gadis kulit hitam yang terbit pada tanggal 24 September hingga 28 September 2023. Data yang dikumpulkan adalah data berupa kata, frasa, dan kalimat. Berdasarkan strategi inklusi dan eksklusi yang dikemukakan oleh Leeuwen (2008), penelitian ini menemukan bahwa kedua strategi tersebut digunakan oleh BBC News untuk merepresentasikan aktor sosial. Pada strategi eksklusi, strategi yang ditemukan adalah backgrounding sedangkan suppression tidak ditemukan dalam penelitian ini. Kemudian, pada penelitian ini ditemukan strategi aktivasi, asimilasi, impersonalisasi, fungsionalisasi, kategorisasi, identifikasi, pasivasi, dan nominasi, sedangkan sisanya tidak ditemukan pada penelitian ini. Dari seluruh temuan tersebut, strategi yang paling banyak digunakan adalah aktivasi. BBC News menggunakan strategi ini untuk menekankan tindakan Gymnastics Ireland dalam menangani isu rasis. Selain itu, BBC News tidak netral dalam memberitakan berita tersebut karena Gymnastics Ireland digambarkan lebih negatif dibandingkan gadis kulit hitam.

## مستخل البحث

حياتي، دينا حلما (٢٠٢٤). تحليل الخطاب النقدي لـ "تجاهل فتاة سوداء في رياضة الجمباز في أيرلندا"، في وسائل الإعلام الإلكترونية لبي بي سي نيوز. رسالة جامعية. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة إسلام نيجيري مولانا مالك إبراهيم مالانج. مستشار: حبيبة الأومامي، م. هم.

الكلمات المفتاحية: تحليل الخطاب النقدي، الإدماج، الإقصاء، الإقصاء، بي بي سي نيوز، تجاهل فتاة سوداء في الجمباز في أيرلندا

العنصرية ظاهرة اجتماعية لا تزال تحدث منذ الماضي وحتى الآن. وتسمح التطورات التكنولوجية المتطورة بانتشار العنصرية على نطاق أوسع، وأحدها من خلال الصحف الإلكترونية. يهدف هذا البحث إلى الكشف عن العنصرية من خلال استخدام استراتيجيات الإدماج والإقصاء من قبل وسائل الإعلام الإلكترونية لبي بي سي نيوز. كما يهدف هذا البحث إلى الكشف عما إذا كان هناك تحيز في هذه الصحيفة. استخدم هذا البحث منهج تحليل الخطاب النقدي. تم أخذ البيانات من أربع مقالات من بي بي سي نيوز أونلاين بشأن قضية الفتاة السوداء التي نُشرت في الفترة من ٢٤ سبتمبر حتى ٢٨ سبتمبر ٢٠٢٣. وكانت البيانات التي تم جمعها عبارة عن بيانات في شكل كلمات وعبارات وجمل. استنادًا إلى استراتيجيات الإدراج والاستبعاد التي اقترحتها ليوين (٢٠٠٨)، وجد هذا البحث أن الاستراتيجيتين استخدمتهما بي بي سي نيوز لتمثيل الفاعل الاجتماعي. في استراتيجية الاستبعاد، كانت الاستراتيجية التي تم العثور عليها هي التضمين بينما لم يتم العثور على القمع في هذا البحث. ثم وجد هذا البحث استراتيجيات التفعيل، والاستيعاب، والتوظيف، والتوظيف، والتصنيف، والتحديد، والتفعيل، والتفعيل، والتفعيل، والتعيين، بينما لم يتم العثور على بقية الاستراتيجيات في هذا البحث. من كل هذه النتائج، كانت الاستراتيجية الأكثر استخدامًا هي التنشيط. وعادةً ما استخدمت بي بي سي نيوز هذه الاستراتيجية للتأكيد على عمل فتاة بي بي سي نيوز في التعامل مع القضية العنصرية. وعلاوة على ذلك، لم تكن بي بي سي نيوز محايدة في نقل الخبر حيث تم تصوير رياضة الجمباز الأيرلندية بشكل سلبي أكثر من الفتاة السوداء.

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## **CHAPTER I INTRODUCTION**

This chapter provides an explanation of the research, starting from the research background, objectives, problem boundaries, previous studies, benefits of the research, to definitions of terms. This chapter is expected to provide an explanation of the topics or problems that will be discussed in this research.

### **A. Background of Study**

Today, the distribution of information, especially in the form of online news, is taking place very rapidly. According to Rovino et al. (2021), the groundbreaking change from paper-based to online newspapers increases the speed of the news spread in a matter of minutes. The era where the news is distributed through paper compared to the present is the main reason for this rapid distribution of information. Previously, the news regarding technology development was not distributed as fast as today, making it very easy to spread the news. Yulika (2021) argued that the growth of highly developed technology causes the development of information and news distribution very effortless.

In line with this, today, when technology is advanced, the phenomenon of racism still gradually happens. According to Basid et al. (2023), racism is a phenomenon that until today often happens in diverse parts of the world. This phenomenon occurs both in middle-class people and upper-class people (Ramli & Rikki, 2021). Moreover, this phenomenon frequently pervades numerous aspects of human life, like government policy, culture, education, and social interaction (Basid

et al., 2023). Therefore, racism has more opportunity to occur today since it happens to many people from both classes and fills in many aspects of human life.

One of the platforms that provides the opportunity for racism to occur is the newspaper which can now be distributed online. In the newspaper, the language journalists convey is variative and it is possible to make different perceptions in each reader. According to Rustan (2023), a journalist is required to have a broad vocabulary, so that they can choose among the words, and thus have a hidden meaning that the reader has not noticed. The possible result of the “word choice” is racism conveyed in the news that was not noticed by the reader. On the other hand, the news produced by the journalist is required to be neutral. Journalists must be honest and objective in writing the news (Wati et al., 2023). Therefore, racism is probably conveyed in the news as a result of the word choice by journalists.

One news media that is popular enough to attract the attention of the masses is BBC News Online Media. This is due to BBC News being an infamous news media in Britain that provides both local and international news (Wardani et al., 2021). Therefore, both local and international residents will be relevant readers of this news media. Moreover, because the scale of reader coverage of this media is at an international level, the dissemination of news becomes more widespread. Hence, the researcher chose this news media as a medium for obtaining data sources because of its popularity.

The news published by BBC News online media regarding a black girl ignored at Gymnastics Ireland is one of the news that talks about racism. This news



is about gymnasts lining up to achieve medals. Among them, a gymnast that refers to the black girl did not get one. This happened in 2022 but the issue is up again due to Simon Bille, a four-time Olympic champion, commenting on the video of the girl who did not get the medal on September 23rd, 2023. The day after, much news regarding it is aired. Hence, the black girl is one of the racist cases that has been heating up lately. Moreover, Simon Bille's comments on social media, regarding the incident, made this issue even more intense. Therefore, the case of the black girl was chosen by the researcher since this issue has been a concern for many people as it is considered a racist issue.

Within this news, both the black girl and the other actors are represented by the media. According to Rosya (cited in Wati et al., 2023), representation of reality through language exists in the news. Therefore, none of the actors can control how they are represented. Asmaradhani (2019) argues that in producing news to present to the public, a particular event can be portrayed from various viewpoints intended. It means that in making the news, the viewpoint is decided. Whom the newspaper sides with will influence the public's perception when receiving the language construction of the news. Wati et al. (2023) stated that representation within news can influence people's views concerning various problems and actors in society. As a result, people influenced by this bias will have their perception led in the direction desired by the newspaper.

Previously, ten research related to the current research are found by the researcher. The ten researches used Leeuwen's theory (2008) of social actor representation. Thus, the research investigated the use of inclusion and exclusion

strategies within the discourse. The first seven studies used online news media as the subject of the research. They were conducted by Sholihah & Degaf (2020), Hidayanti & Hamdani, (2023), Mubasyira et al. (2021), Humaira et al. (2023), Wardani et al. (2021), Nisa (2020), and Irwanto (2022). The first five previous studies conducted by Sholihah & Degaf (2020), Hidayanti & Hamdani (2023), Mubasyira et al. (2021), Nisa (2020), and Irwanto (2022) revealed the use of inclusion and exclusion strategies within the news in their research. Meanwhile, Humaira et al. (2023) and Wardani et al. (2021) revealed the news's ideology by investigating the inclusion and exclusion strategies used within the news. Moreover, Humaira et al. (2023) also revealed bias within the news. However, all of this research uses descriptive qualitative methods.

Then, the researcher found two research that used more than one online news as the subject. They were, conducted by Prastika & Suprayogi (2021) and Mujapasa (2023). Both research by Prastika & Suprayogi (2021) and Mujapasa (2023) aim to reveal the social actor representation. These two researches also used the same method namely qualitative methods. Then the researcher found one research conducted by Handayani & Pranoto (2023) that the data is in the form of speech. This research proposes to reveal the use of inclusion and exclusion strategies with speech as the discourse. This previous research uses descriptive qualitative methods.

The current research uses the same theory, SAR proposed by Leeuwen (2008), to analyze the data and focuses on how news media apply the inclusion and exclusion strategy to represent the social actor. Even though the current research

used the same theory as the previous studies, this research is different in the form of the subject and uniqueness of the data. The subject of this research is BBC News online media and two of the previous studies used the same subject. They are Humaira et al. (2023) and Wardani et al. (2021). However, the data used in the current study is different from the two previous studies. Humaira et al. (2023) used the bomb explosion in Istanbul as the data meanwhile Wardani et al. (2021) used the covid-19 vaccine as the data. On the other hand, the current study uses the black girl ignored in Gymnastics Ireland as the data. Therefore, the current study is different from all of the previous studies in the form of subject and uniqueness of the data.

This study aims to reveal social actor representation within the news using the CDA model proposed by Van Leeuwen. The CDA tries to investigate the social actors' representation in discourse (Davies et al., 1999). This research uses the CDA model as the researcher focuses on analyzing racism in the actor and the representation within the news. This model observes how one side is placed in the wrong place and the other side is placed in a higher place (Mujapasa, 2023). Therefore, this model observes how the black girl is situated. According to Leeuwen (2008), representations include or exclude social actors to fit their interests and aims concerning the readers for whom they are aimed. Using Van Leeuwen's perspective, the research's objective is to identify inclusion and exclusion to find out if there is any racism in how the black girl is represented in the news.

## **B. Research Questions**

Stemming from the research background, this research has two research questions. These two research questions will be the objective of the research. The two research questions are as follows.

1. How does the BBC online news media apply the inclusion strategy to represent the social actors?
2. How does the BBC online news media apply the exclusion strategy to represent the social actors?

## **C. Significance of the Study**

Practically, this research is believed to benefit students because it can be used as a reference when studying CDA in news with a similar framework. In addition, this research is also beneficial for lecturers as a sample and reference for analyzing news using CDA while explaining the concept of CDA.

## **D. Scope and Limitation**

The scope of this research is Critical Discourse Analysis. According to Mubasyira et al. (2021), CDA not only comprehends the text of discourse as a purpose of language study but is also comprehended as an instrument applied for particular motives and intentions in line with the perceptions that the writer wants to make. Thus, this research looked at the discourse, namely news, not only at the purpose of language use but also the particular motives and intentions the writer wrote. The news used was published from September 24<sup>th</sup> until September 28<sup>th</sup>, 2023. Furthermore, the limitation of this research is that the researcher only

analyses racism in BBC News on the girl cases. The other cases of racism in BBC News are not analyzed by the researcher. Thus, this research could be biased.

### **E. Definition of Key Terms**

This section provides definitions of the key terms used in this research. The definition of the terms is as follows.

**Critical Discourse Analysis:**

An attempt or analyzing process to provide an explanation of text as a social reality, and being studied by one or a group of main that incline which has a particular aim.

**Inclusion:**

Inclusion is a strategy of how a social actor or a group of social actors is included within the discourse narrated.

**Exclusion:**

Exclusion is essentially the method of how a social actor or a group of one is excluded in a discussion within a text of discourse.

**BBC News:**

BBC stands for British Broadcast Corporation, which is the broadcasting facility for the public that continuously offers information about news both local and international news.

**A black girl ignored in Gymnastic Ireland:**

The black girl is the one who is ignored at the GymStart event in Dublin in March 2022. When the awarded participant is in line including her, handling a medal by an official but she did not get one.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter consists of three subchapters which are critical discourse analysis, Theo Van Leeuwen's SAR, and media bias. These subchapters are chosen as it is considered relevant to the topic of the research.

#### **A. Critical Discourse Analysis**

The term "Critical Discourse Analysis" (CDA, sometimes CDS: Critical Discourse Studies) belongs to the study of language in a sociopolitical context, concentrating on objects such as power relations between participants (Guo & Ren, 2022). CDA targets to examine critically social disparity as it is conveyed, hinted at, constituted, legitimized, and so on by language use (or in discourse) (Wodak & Meyer, 2001). Critical discourse analysis, afterward, takes us further than the level of account to a deeper comprehension of texts and offers, as far as might be possible, some kind of explanation of why a text is as it is and what it is targeting to do (Paltridge, 2012). This possibly will involve tracing fundamental ideologies from the linguistics features of a text, revealing certain biases and ideological presuppositions underlying the text, and connecting the text to others and to people's experiences and beliefs (Paltridge, 2012). As it reveals bias within the discourse, however, critical discourse analysis is suitable for this research.

Theo Van Leeuwen has proposed a model of critical discourse analysis to examine how a social actor or a group of social actors is marginalized in a discourse (Patalia et al., 2020). Specifically, in revealing marginalized actors or biases within the discourse, social actor representation can be used. To represent social actors in

a discourse, bias can occur to suit the purpose and interests of the discourse. According to Leeuwen (2008), the social actor is represented as included or excluded to suit their interests or aims regarding the target for whom the text is. Therefore, there are two strategies for revealing bias using this perspective, which are inclusion and exclusion.

## **B. Theo Van Leeuwen's SAR**

Social Actor Representation (SAR) proposed by Leeuwen (2008) is a framework to investigate how a social actor is represented within a discourse. The social actor can be represented as included or excluded (Carmen Rossa, 1995). Therefore, there are two strategies for representing the social actor, exclusion and inclusion.

### **1. Exclusion**

The first strategy of social actor representation (SAR) based on Van Leeuwen's theory is exclusion. This strategy is done when a social actor does not know who and what he did. According to Leeuwen (2008), exclusion is an important aspect of critical discourse analysis in representing a social actor, several exclusions have no traces, which means that they exclude the actor and their activities. That is how a social actor is excluded. However, if the social actor is excluded while the trace can be found somewhere in the text or out of it that is considered common knowledge, it is considered as the exclusion strategy as well. According to Leeuwen (2008), when the actions that are relevant are included, but

several or all the actors related to them are excluded, it means that the exclusion has a trace.

Exclusion is further divided into two types namely suppression and backgrounding. Related to the urge to distinguish whether the exclusion strategy is leaving traces or not.

#### **a. Suppression and backgrounding**

While using the exclusion strategy in the case of suppression, the social actor represented is not leaving any trace. In other words, the traces are hidden as they cannot be found anywhere within the text. According to Leeuwen (2008), when the social actor does not leave any reference anywhere within the text, then it is suppression. For example, in the sentence *“To maintain this policy is hard”* (Leeuwen, 2008). Meanwhile, in the case of backgrounding, the trace can be found somewhere in the text. According to Leeuwen, the exclusion becomes less radical when it comes to backgrounding. Even in the related action, the actor is probably not mentioned, the reference about them can be found somewhere in the text that we can reasonably infer them to reveal who they are (Leeuwen, 2008).

## **2. Inclusion**

The next strategy of social actor representation (SAR) based on Van Leeuwen’s theory is inclusion. In the inclusion strategy, the strategies are divided into 18 types. The types are as follows

#### **a. Activation and passivation**

The first type of inclusion is either activation or passivation. According to Leeuwen (2008), in representing social actors, they can be provided with either



passive or active roles. So, the active or passive here is the role given to the actor represented. Activation means that the social actor is given an active role in an activity or becomes a dynamic force in the activity. As Leeuwen (2008) stated activation happens when in representing the social actors, they are given the active, dynamic forces of the activity. On the other hand, passivation means the social actor represented is given a passive role in the activity. According to Leeuwen (2008), passivation occurs when the social actor is represented as *undergoing* the activity, or as *receiver the end of it*. For example, “[*Eighty*] *young white thugs attacked African street vendors*” where the *young white thugs* are activated, meanwhile, the *African street vendors* are passivated (Leeuwen, 2008).

#### **b. Genericization and Specification**

The other type of inclusion is genericization and specification. According to Leeuwen (2008), the selection between generic and specific addresses is another significant factor in representing social actors; the actors can be represented as classes, or as specific, identifiable persons. So, if the actors are represented as classes then it is genericization. For example, “*maybe a child senses that from her mother*” (Leeuwen, 2008). Here, the genericization is realized through a singular with an indefinite article. Meanwhile, if the actor is represented as specific then it is specification. The specification can be realized through the generic reference of a group of participants using mass nouns with the absent of present tense.

#### **c. Assimilation and Individualization**

According to Leeuwen (2008), individualization means the social actors are referred to as individuals while assimilation means the social actors are referred to

as groups. It means that if the social actor represented referred to individuals then it is individualization. Meanwhile, if the social actor refers to the group then it is assimilation. For example, “*Australians tend to be sceptical about admitting Muslims*” (Leeuwen, 2008). There are two major kinds of assimilation which are aggregation and collectivization.

#### **d. Association and Dissociation**

Association means a group of people that are never created by themselves but labeled as it in the text. According to Leeuwen, a group created by social actors and/or groups of the social actors (whether generally or specifically referred to) that are not once labeled within the text (even though the actors or groups who create the association might certainly themselves be labeled and/or categorized) is referred to an association (Leeuwen, 2008). Meanwhile, dissociation means the association that exists in reality but is never mentioned in the text. According to Leeuwen (2008), associations are built and unbuilt (dissociation) as the text proceeds. For example, “*they played higher and higher with the other children*” (Leeuwen, 2008). This is an example of an association that is realized through circumstances of accompaniment.

#### **e. Indetermination and Determination**

Indetermination happens when social actors are represented as vague, anonymous individuals or groups, while determination happens when their identity is not vague or specified (Leeuwen, 2008). So, in representing the social actors, when it is unspecified then it is indetermination. Vice versa, when it is specific then

it is determination. Indetermination can be realized through indefinite pronouns such as “someone” and “somebody.”

**f. Differentiation**

Differentiation refers to distinguishing an individual or a group of social actors from a similar group or actor, making the difference between the self and the other, or between us and them (Leeuwen, 2008). So, differentiation occurs when the social actors are distinguished from the social actors that are similar to them. For example, the difference between “self” and “other” (Leeuwen, 2008).

**g. Nomination and Categorization**

Nomination refers to representing the social actors using their unique identity. According to Leeuwen (2008) representing social actors can be done through using their unique identity, also called being nominated. Nomination can be realized through proper nouns, for instance, given name and surname “*Dwight Harris*” (Leeuwen, 2008). Meanwhile, categorization is named the social actors using their identities and functions they share with others. Leeuwen (2008) stated that categorization represents social actors in terms of identities and functions shared by them with others.

**h. Functionalization and Identification**

Functionalization refers to when social actors are referred to in terms of activity, in terms of something they do, for example, a profession or role, for instance, “interviewer,” “guardian,” “correspondent,” etc (Leeuwen, 2008). Meanwhile, identification refers to when social actors are identified, not in terms of what the social actors do, but in terms of what the social actors, more or less

constantly, or inevitably, are, for instance, “her friend,” “the child’s mother,” etc (Leeuwen, 2008).

**i. Personalization and Impersonalization**

According to Leeuwen (2008), if the social actors represent human beings, it means that it is personalized, for instance, maternal care. However, the social actors can be impersonalized as well. When the social actors represent as other means which is not human then it is impersonalization, for instance, “the report noted...” (Leeuwen, 2008).

**j. Overdetermination**

Overdetermination happens when representing social actors as contributing, at the same time, to more than one social practice (Leeuwen, 2008). For example, is the Dutch story that Leeuwen had ever analysed called “De Metro van Magnus.” There, the character’s name, Magnus is divided into two practices which are the child and “Magnus.” Those two names draw two practices of what a child is able to do and what an adult is able to do.

**C. Media Bias**

News is a written media that is required to be neutral in providing information to the reader. According to Wati et al. (2023), a journalist must write news based on reality that is verified, not based on preference or other certain interests. However, in practice, not all news is written based on these criteria. According to Kamaludin & Hamdani (2023), the truth is that not all news is written based on reality. If the news provided is not based on reality, then the news is probably biased as it is influenced by preference or other interests.

Media bias is the behavior of supporting or not a media toward an issue or certain object that is included in news written by journalists caused by several reasons related to an interest of some parties (Alimaghrobi, 2021). According to Al Zastrouw (cited in Rustan, 2023), three aspects that produce bias are the capacity and quality of media management, the power of people behind it, and the level of criticality of society. Those influence a journalist that the news he writes is no longer objective. On the other hand, the news media are greatly required to remain objective in reporting the event in their news articles (Warman, 2018). The form of objectivity here also means the attitude of media in representing the social actor within the news.

Furthermore, the other form of biased media in the news is that it could position some actors who have power higher than others who are powerless. In representing the actors in reality in a news, whether they are marginalized or not could determine bias. According to Kamaludin & Hamdani (2023), a journalist could be biased in her writing as if he reports an influential or powerful person that he does not dare picture in the negative shed as he fears reprisal. However, media bias is required in order to identify the level of neutrality of the news on the topic (Alimaghrobi, 2021).

#### **D. Black People's Racism**

Racism is an act of discriminating against other people due to their actions or values are different from their own. According to Cox (cited in Ramli & Rikki, 2021), racism is a condition of evaluating other groups' actions and values based on its cultural viewpoint that perceives all other communities' social values

excluding them as a mistake and even intolerable. People who are racist tend to refuse to accept the differences that exist in other people. They tend to judge these differences and consider it a mistake so that they become superior compared to them. According to Beech (cited in Basid et al., 2023), racism happens due a group or person believes others to be lower or disregarded based on their origin, ethnic group, color of skin, faith, and gender which causes discrimination in social, economic, and political.

As one of the racism that happens, racism against black people is a serious problem to face. Black people who experience racism can experience negative impacts both physically and mentally. According to Jacob et al. (2023) in society of Western, black people suffer mental and physical stress as a consequence of racialization. Moreover, black people in this case do not have a clear standard measure of what a black person is. Those who experience racism because they are black are people who actually have darker skin color. According to Jacob et al. (2023), black racialized people normally have darker shades of skin; however, the skin shades they share may be various. They experience racism because society considers them as black and that does not mean they are truly black. Therefore, black is a social classification and racialized black people in a country possibly will not be considered black in other countries (Jacob et al., 2023).

## **CHAPTER III RESEARCH METHODS**

The research design, instrument, data, data source, data collection, and data analysis are the five subchapters that make up this chapter. An outline of the methodology used to carry out this research is given throughout the entire subchapter.

### **A. Research Design**

This research used post-positivists as the research paradigm. According to Devers (cited in Tenny et al., 2024), post-positivists claim that social reality cannot ever be perfectly explained but it could come close to it. Rahardjo (2023) stated that in the post-positivist paradigm, the researcher cannot gain an absolute truth. This is because in collecting and analyzing data, there is a limitation of the research.

This research utilized quasi-qualitative research as a method to answer the research questions. Rahardjo (2023) stated that quasi-qualitative is a research method that is similar to qualitative. According to Creswell & Creswell (2022), a method for examining and understanding the significance of individuals or groups allocated to a social or human problem is called qualitative research. Qualitative research is a type of research that investigates and gives a deeper comprehension of real-life problems (Tenny et al., 2024). However, by using quasi-qualitative research as the method, it was expected to gain comprehension of the meaning of real-life problems.

Furthermore, this research used critical discourse analysis as the approach. Discourse analysis generally denotes a study methodology where language content,

such as conversation or written texts, and occasionally other content totally, is observed as evidence of phenomena that extend beyond the individual (Taylor, 2014). Furthermore, critical discourse analysis investigates how the discourse is used concerning social and cultural concerns including race, politics, gender, and identity, and questions why the discourse is utilized in a certain way and what the effects are of using it (Paltridge, 2012). In line with this, the critical discourse analysis approach then is suitable for this research as it studies language in the discourse that is in the form of written text.

The data of this research was gained from online newspapers in the form of sentences. Therefore, the data is a public document with a qualitative document as the data collection type (Creswell & Creswell, 2022). The data chosen would be analyzed using Van Leeuwen's theory of social actor representation.

## **B. Research Instrument**

The main instrument of this research is the researcher. This is due to the data being in the form of text requiring objective analysis and explanation. The data was gathered and analyzed by the researcher. Moreover, the researcher was the one who knows the data, and the methodology, and the one who interpreted the data. Therefore, the research was using the researcher as the main instrument.

## **C. Data & Data Source**

The data in this research is in the form of words, phrases, and sentences that represent the black girl and Gymnastics Ireland. The source data of this study was taken from BBC News online media on <https://www.bbc.com/news>. The data taken



was regarding “A Black Girl Ignored in Gymnastic Ireland” on <https://www.bbc.com/sport/gymnastics/66897838>, <https://www.bbc.com/news/world-europe-66937302>, <https://www.bbc.com/news/articles/ckv0d0z1ygpo>, <https://www.bbc.com/sport/gymnastics/66913866>, Of all the news published by BBC News Online media, four of them were found telling about the issue of this study. All news regarding the issue is published from September 24th until 28th, 2023 and the research took all the news on those dates to gain accurate results. On those dates also the issue is heated up. However, there are many online news media that also publish news regarding the same issue, but those four articles was chosen for some reasons. BBC News is considered one of the fastest online media that aired this issue. BBC News has a rather recognizable name on the international stage. Therefore, the quality of the news it contains is supposed to be trustworthy. Moreover, it is accessible to all concerned only through the use of the Internet and mobile phones. It is resulting in greater opportunities for the many who read the online newspaper.

#### **D. Data Collection**

The researcher collected the data in the form of words, phrases, and sentences from the four articles. The researcher took all the sentences from the headline until the end of the news. This was done to get holistic data on social actors that are represented within the news. Therefore, all sentences in the four articles were collected as the data in this research.

## **E. Data Analysis**

The steps below were used to examine the collected data. First, the data collected was classified based on Van Leeuwen's (2008) theory. To find passivation and activation, the researcher identified the verb and tense used in the data. If the data used a passive verb, then it is passivation while if the data used an active verb, then it is activation. Moreover, to find genericization, the researcher would identify the use of generic nouns. Meanwhile, in specification, the researcher would identify specific nouns such as proper nouns and common nouns. Then, to find assimilation, the researcher would identify the use of plural nouns whereas singular nouns would be identified to find individualization. The association is found by identifying parataxis, circumstances of accompaniment, and possessive pronouns and attributive pronouns in clauses with verbs like "have" and "belong." Furthermore, to find dissociation, the researcher would identify the associations that are unformed.

Moreover, to find indetermination, the researcher would identify indefinite pronouns and generalized exophoric references. Meanwhile, to find determination, the researcher would identify possessive pronouns. The researcher then finds nomination by identifying proper nouns. While, to find categorization, the researcher would identify how the social actor is represented as they are through the use of nouns that denote relations and nouns or adjectives that denote characteristics. Then, to find functionalization, the researcher would identify noun formation (verb into noun).

Furthermore, to find personalization, the researcher would identify possessive pronouns and proper nouns that have “human” features in them. Then, to find impersonalization, the researcher would identify concrete nouns and abstract nouns that do not have a “human” feature in them. Meanwhile, to find overdetermination, the researcher identified the subject participant of more than one social practice. So, if the participant was subjected to more than one activity, it is categorized as overdetermination.

Lastly, the researcher examined how the inclusion and exclusion strategy was used within the articles based on Van Leeuwen’s theory.

## **CHAPTER IV FINDINGS AND DISCUSSION**

This chapter consists of two sub-chapters, namely findings and discussion. The findings section contains data analysis that will answer the research question. Next is the discussion section. Data analysis carried out by the researcher based on Van Leeuwen's (2008) theory will be discussed in this section.

### **A. Findings**

In this sub-chapter four online newspapers published by BBC News are analyzed. The four online newspapers were published from September 25 to September 29, at which time the conflict between the Black Girls heated up. Then, the four online newspapers were sorted because they contained racist issues.

In the four articles analyzed, both strategies, exclusion and inclusion, were found. These two strategies are used to represent the black girl and Gymnastics Ireland. The author uses 74 strategies to represent the black girl and Gymnastics Ireland. This strategy consists of 22 strategies to represent the black girl and 52 strategies to represent Gymnastics Ireland.

#### **4.1 Exclusion**

Firstly, to represent the black girl, the author uses the exclusion strategy in a total of 4 data. These four strategies consist of four backgrounding and 0 suppression. Meanwhile, to represent Gymnastics Ireland the author uses the exclusion in a total of 10 data. These ten strategies consist of ten backgrounding and 0 suppression.

#### 4.1.1 Backgrounding

The first article: **Simone Biles: Olympic champion responds to viral video of black girl not given medal** (“Simone Biles,” 2023)

Datum 1

*“The newspaper reported that the family believed their daughter **was ignored** at the ceremony because she was black.”*

The author also represents social actors using the exclusion strategy in bold phrases that read “was ignored.” The exclusion strategy used by the author is backgrounding where readers can find the agent of the activity in other parts of the news text. It can be seen that the phrase contains a passive verb where the agent of the verb is removed. Therefore, readers will focus on what activities occur, not on the agent who is the perpetrator of the activity. This strategy is used to marginalize the gymnastics Ireland side. What it means by “ignored” is not giving a medal to the black girl in the ceremony.

Datum 2

*“Now eight million people have seen the video. From Pakistan to Ethiopia they can see this was wrong but Gymnastics Ireland still can't accept it and **say sorry**.”*

In the datum above, the author represents social actors using an exclusion strategy in the phrases written in bold. The exclusion strategy used by the author is backgrounding where the agent of the activity “say sorry” can be found by readers in other parts of the news text. It can be seen that the author uses a paratactic clause within the non-finite clause which removes the agent of the activity. Therefore, readers will focus on what activities occur, not on the agent who is the perpetrator

of the activity. Here, the mother of the black girl expressed her disappointment as the gymnastics Ireland has not “say sorry” since the incident occurred until now.

Furthermore, the author uses another exclusion strategy in this data. In the data “say sorry,” the author also deletes the beneficiaries of the activity, to whom Gymnastics Ireland needs to say sorry. Therefore, this is an exclusion strategy realized through the activity's beneficiaries. However, the actor can be found within the text. Thus, this exclusion strategy is in the type of backgrounding. In this context, Gymnastics Ireland, as the actor that needs to say sorry, had not said it yet. Gymnastics Ireland owed to apologize after the video gone viral. However, Gymnastics Ireland needs to apologize to the black girl as the one that did not get the medal in the video of the incident.

The second article: **Gymnastics Ireland issues unreserved apology to black girl not given medal at event ceremony** (“Gymnastics Ireland Issues Unreserved Apology to Black Girl Not given Medal at Event Ceremony,” 2023)

Datum 3

*“Gymnastics Ireland has issued an unreserved apology to the family of a black girl who **was not given** a medal at an events ceremony in Ireland.”*

The author used the exclusion strategy in this datum. The type used is backgrounding since the actor that missing can be found somewhere within the text. The use of exclusion strategy is shown by the use of a passive verb “was not given” where the agent is removed. Therefore, it is unclear who did the action as the agent is deleted using passive agent deletion. This strategy is used since the author considers mentioning the action as more interesting than the doer. in this case, the

actor is removed from the activity giving a medal at the event ceremony. This activity is crucial since the actor did not give the medal to the black girl. This incident then led to the actor being accused of being racist.

Datum 4

*“Gymnastics Ireland **apologised** for the upset that **has been caused**.”*

In this datum, the author does not mention the beneficiaries of the activity, “apologized”, so it is unclear to whom the subject, “gymnastics Ireland”, apologized. Therefore, the author represents the actor using an exclusion strategy. The author excluded the social actor by deleting the beneficiaries. However, the agent deleted can be found somewhere within the text. Hence, the exclusion strategy used is backgrounding. The author used this strategy to focus on the activity. In this context, the apology is regarding the incident in which Gymnastic Ireland is accused of racism.

Moreover, the author uses the other exclusion strategy in this datum. This strategy occurs in a non-finite clause using passive agent deletion. Hence, it is unclear who caused “the upset.” The author hides the agent using a backgrounding strategy as the hidden agent can be found within the sentence itself. The author used this strategy to focus more on the activity than the doer. The upset here is the disappointment that arose as a result of Gymnastics Ireland being late in apologizing to the Black Girl regarding the medal award.

## Datum 5

*“In the statement issued on Monday, the governing body said it was "deeply sorry", that it knew it needed to do more **to ensure** "nothing like this will happen again" and it condemned "any form of racism".”*

The author represents the social actor using the exclusion strategy in this datum. The social actor is marginalized in the to-infinite clause, “to ensure.” The author used this strategy since it is more interesting to mention the activity rather than the action. By using this strategy, it is unclear who is the doer of the infinite verb “to ensure.” However, the doer can be found within the text, hence the strategy used is backgrounding. The author used this strategy to focus more on the activity than the doer. In this context, this statement is issued as a response to the viral video of the medal incident and the racist accusations. Thus, the statement stated that the actor assured that such an incident would not happen again.

## Datum 6

*“However, the Irish Independent on Sunday quoted the girl's mother anonymously saying she believed Gymnastics Ireland had failed to publicly **apologise** and she intended to take the matter to the Gymnastics Ethics Foundation in Switzerland.”*

In the datum, the author represents the social actor using an exclusion strategy. It has been done by deleting the beneficiaries of the action “apologize” so that it is unclear to whom the apology is addressed. However, the address of the apology, the hidden social actor, can be found somewhere within the text. Hence, the strategy used is backgrounding. The author used this strategy to focus on the activity more than on the doer. In this context, Gymnastics Ireland was asked to apologize to the Black Girls regarding the medal-awarding incident.



## Datum 7

*"Please know that at all times we have been acting in good faith and with the best of intentions in trying **to resolve** this very difficult and sensitive matter."*

In the datum, the author represents the social actor using an exclusion strategy. The social actor is being marginalized by using the to-infinite verb "to resolve." The author uses this strategy considering that the action is more important than the doer. However, the doer can be found somewhere within the text as it is a backgrounding strategy. The author used this strategy to focus on the activity. In this context, the problem that Gymnastics Ireland is trying to resolve is accusations of racism stemming from the incident of awarding gymnasts with medals. Indirectly, this problem was resolved to clear their names.

## Datum 8

*"The sport's ruling body in Ireland went on to indicate it was taking measures **to ensure** there would be no repeat of the incident in the future."*

In the datum above, the author represents the social actor using the exclusion strategy. The social actor is being marginalized by using the to-infinite verb "to ensure." The author uses this strategy considering that the action is more important than the doer. However, the doer can be found somewhere within the text as it is a backgrounding strategy. The author used this strategy to focus on the activity. In this context, Gymnastics Ireland tries to reassure the public that this problem has been handled well, in their way, by ensuring that similar problems will not happen again

The third article: **Family in gymnastics racism row say apology is 'useless'**

(*Family in Gymnastics Racism Row Say Apology Is "Useless,"* 2023)

Datum 9

*"But the mother of the girl said the sports body only publicly **apologised** after 18 months "because the world wanted them to."*

In the datum above, the author represents the social actor using the exclusion strategy. The author removed the actor, to whom the sports body apologized. This strategy is done through the deletion of beneficiaries. However, the actor can be found somewhere in the text. Hence, the strategy used is backgrounding. The author used the strategy considering that it is more interesting to mention the activity than the doer. In this context, the sports body or Gymnastics Ireland is said to be late in apologizing for the alleged racist incident at the GymStart event. They only apologized to the Black Girl after the video of the incident went viral.

Datum 10

*"[The apology is] almost useless," she said. "**There was no empathy shown**, I feel like it's not true."*

In the datum above, the author represents the social actor using an exclusion strategy. The social actor within the sentence "there was no empathy shown" is deleted using passive agent deletion. Hence it is unclear who is the agent that was not showing the "empathy." The author uses the strategy considering that the action of not showing empathy is more interesting than who is the one showing it. Moreover, the agent can be traced within the text hence it is a backgrounding strategy. In this context, Gymnastics Ireland, as the party that was asked for an apology, finally apologized after the video of the incident went viral. However, the

long-awaited apology was deemed not to be insincere, lacking empathy. Because of that, the black girl's mother thought that the apology that was too late was useless.

#### Datum 11

*"Gymnastics Ireland told the BBC it fully accepts that it has taken "far too long to make an apology to the family" and that "the child and her parents **have been let down.**"*

Furthermore, the author also used the exclusion strategy in this datum. The strategy used is shown in bold "have been let down." This strategy is realized through passive agent deletion in which the actor who let them down is removed. Since the actor can be found somewhere within the text, the strategy used is backgrounding. In this context, the parent and the child refer to the black girl and her parents who have been let down by Gymnastics Ireland that is taking it too late to apologize, and seem to ignore this incident before the video went viral.

#### Datum 12

*"**Receiving** that video was a special moment, the girl told the BBC: "I was just jumping around all over the place because she's the best gymnast ever and I was really happy to hear that she's on my side."*

In this datum, the author used the exclusion strategy. The author removed the actor in the non-finite clause "receiving" that it is unknown who is the receiver of the video. This strategy is backgrounding as the actor can be found somewhere in the text. The author used this strategy considering that the activity is more interesting than the actor. In this context, the black girl is receiving the video of support sent by Simon Bille, a four-time Olympic champion, to cheer her up.

## 4.2 Inclusion

To represent the black girl, the author uses the inclusion strategy in a total of 18 data. All of these strategies consist of 11 identifications, 3 activations, 2 functionalizations, 1 passivation, and 1 nomination. Moreover, the author uses the inclusion strategy to represent Gymnastics Ireland in a total of 42 data. All of these strategies consist of 35 activations, 3 assimilations, 2 impersonalizations, 1 functionalization, and 1 categorization.

### 4.2.1 Activation

The first article: **Simone Biles: Olympic champion responds to viral video of black girl not given medal** (“Simone Biles,” 2023)

Datum 1

*“On Friday, in response to the video, Gymnastics Ireland **issued** a statement saying they received a complaint alleging racist behaviour in March 2022 from the parents of the girl.”*

In this datum, the author uses the inclusion strategy namely activation. This strategy is shown in “Gymnastics Ireland issued” that the actor, “Gymnastics Ireland” is actively responsible for the activity “issued.” The strategy is realized through participation. Here the actor is portrayed as issuing a statement. After the video involving their party went viral, this actor then issued a statement regarding what had happened from their perspective. Therefore, this strategy is used to represent the gymnastics Ireland side.

## Datum 2

*“It **said** there was independent mediation leading to a "resolution **agreed by both parties** in August 2023".”*

In this datum, the author used the inclusion strategy as shown in bold, “said.” The inclusion strategy used is in the type of activation. This strategy is realized through participation. Thus, the actor “it” which refers to Gymnastics Ireland is responsible for the activity “said.” In this context, the gymnastics Ireland stated their defense against the racist accusations they received.

Moreover, the author also used the inclusion strategy in the type of activation as shown in “agreed by both parties.” This strategy is realized through circumstantialization. Thus, the activity “agreed” is done by the “both parties” which refers to gymnastics Ireland and the black girl parties. In this context, the resolution that is being agreed is about the resolution of the incident involving both parties. Therefore, Gymnastics Ireland stated that this incident had been resolved since the resolution was agreed by both parties.

## Datum 3

*“As part of Gymnastics Ireland's investigation into the incident, the official involved "**expressed** deep regret for what they described as an honest error".”*

In this datum, the author used the activation strategy in representing the social actor. It is shown in the bold that reads “expressed.” The social actor, the official, is actively responsible for this activity. However, this activation is realized through participation. Here, the official is expressing their regret through the statement issued by Gymnastics Ireland. Therefore, this strategy is used to represent the Gymnastics Ireland side.

## Datum 4

*“Gymnastics Ireland **said** a written apology from the official was issued. It also **said** the girl did get her medal after the ceremony.”*

In the datum, the author represents the social actor using the inclusion strategy. The inclusion strategy used is activation. It is shown in the italics that reads “said.” It is realized through the participation. The author used the strategy to focus on the doer of the activity. Here, Gymnastics Ireland stated that the apology the Black Girl's family requested had been issued and the medal had been given to the girl. In this context, Gymnastics Ireland stated in its defense that this matter had been resolved and that the Black Girls had already received their medals after the medal awards were completed.

The second article: **Gymnastics Ireland issues unreserved apology to black girl not given medal at event ceremony** (“Gymnastics Ireland Issues Unreserved Apology to Black Girl Not given Medal at Event Ceremony,” 2023)

## Datum 5

*“Gymnastics Ireland **issues** unreserved apology to black girl not given medal at event ceremony”*

In this datum, the author used the inclusion strategy as shown in “issues.” The inclusion strategy used is activation. This strategy is realized through participation. This strategy is used to represent the social actor “Gymnastics Ireland” as the doer of the activity “issues.” In this context, as this data is taken from the title of the news, gymnastics Ireland is represented as the one apologizes to the black girl after the incident in the event ceremony. This could be Gymnastics

Ireland's defense as the news is the second news to be published after the first news that seemed detrimental to this party.

#### Datum 6

*"Gymnastics Ireland **has issued** an unreserved apology to the family of a black girl who was not given a medal at an events ceremony in Ireland."*

In the datum above, the author represents the actor using the inclusion strategy. The inclusion strategy used is in the type of activation. This strategy is realized through participation as shown in "has issued." In this context, the actor "Gymnastics Ireland" of the activity "has issued" is represented as already issued the apology as requested by the family of the black girl. This apology is regarding the incident in which Gymnastics Ireland is accused of racism.

#### Datum 7

*"In the statement issued on Monday, the governing body **said** it was "deeply sorry", that it knew it needed to do more to ensure "nothing like this will happen again" and it condemned "any form of racism"."*

In this datum, this social actor, "the governing body" is activated by the verb "said." Therefore, the second strategy used is activation. This strategy is realized through participation. The author used the strategy to highlight the doer of the activity. In this context, the governing body of Gymnastics Ireland gives a statement as their response to the viral video of the medal incident and the racist accusations against them.

#### Datum 8

*"What happened on the day should not have happened and for that we **are deeply sorry**. "We **are also sorry** that what has happened since that date has caused further upset."*

The author used the inclusion strategy in the datum above. The strategy used is in the type of activation. It is shown in bold, “we are deeply sorry” and “we are also sorry.” These strategies are realized through participants. Thus, the actor, “we” which refers to Gymnastics Ireland, says sorry for the racist incident involving the black girl.

#### Datum 9

*"We **offered** an in-person apology after the incident as we **believed** this was the best approach. Subsequently we **felt** mediation was the best way forward."*

The author used the inclusion strategy to represent the social actor in this datum. The strategy used is activation as shown in bold, “offered”, “believed”, and “felt.” This strategy is realized through the participant. However, the social actor, “we,” is activated through this strategy. The author used this strategy to highlight the doer of the activity. In this context, “we,” as referred to Gymnastics Ireland, explained what happened after the incident. They explained how they were responsible right after the incident occurred before the video of the incident went viral.

#### Datum 10

*"We **know** now we **need** to do more," it said. "We are committed to ensuring nothing like this will happen again."*

The author used the inclusion strategy in the datum above. The inclusion strategy used is in the type of activation. It is shown in bold “know” and “need.” The strategy is realized through the participant. In this context, the actor, ‘we’ which refers to Gymnastics Ireland, try to convince that they are handling the problem well. They said that they knew what to do regarding the black girl’s



problem. Thus, this shows how Gymnastics Ireland is very responsible for the problems they face.

#### Datum 11

*“We **appointed** an independent expert to review our policies and procedures earlier this year and a series of recommendations have resulted which we are **fully committed** to implementing so that this does not ever happen again.”*

In the datum above, the author used two inclusion strategies. The inclusion strategy used is activation as shown in bold, “appointed.” This strategy is realized through participation. However, the actor, “we,” is actively responsible for the activity “appointed.” The author used the strategy to highlight the doer of the activity. In this context, Gymnastics Ireland demonstrated how responsive they were to ongoing problems by directly appointing an expert to help correct possible errors in their policies and procedures.

Furthermore, the second inclusion strategy used by the author is also activation. This strategy occurs in the bold, “fully committed.” This strategy is realized through participation. In this context, Gymnastics Ireland shows their full will in preventing the same problem from recurring. They said that they were fully committed to correcting existing deficiencies by implementing expert suggestions regarding a change in their policies and procedures.

#### Datum 12

*“We **would also like** to engage with the gymnast's family and Sport Against Racism Ireland (SARI) to listen to any suggestions they have as to how our procedures can be improved in this regard.”*

The author used the inclusion strategy in this datum. The strategy used is in the type of activation. It is shown in bold, “would also like.” Thus, the actor, “we”

which refers to Gymnastics Ireland, is actively responsible for the activity “would also like.” This strategy is realized through the participant. In this context, Gymnastics Ireland expressed its willingness to improve its policies and procedures to achieve the best resolution of the racist allegations against them. Thus, Gymnastics Ireland is willing to listen to suggestions from both the Black Girl's family and from Sport Against Racism Ireland (SARI).

#### Datum 13

*"We are **happy** to see that the gymnast continues to participate in Gymnastics Ireland events and we look forward to welcoming her back to our future events also."*

In this datum, the author represents the social actor using the inclusion strategy. The strategy used is activation as shown in italics in the actor “we” is activated through the adjective “happy.” This strategy is realized through participation. The author used the strategy to emphasize the doer of the activity. In this context, Gymnastics Ireland showed its emotional side by saying that they were happy that the Black Girls would return to participate in the event they held. By saying this, Gymnastics Ireland wants to show the friendly side that they never mean anything bad to the Black Girl like what is in the viral video. They showed that the incident that happened was purely due to a technical error without any other hidden intention.

#### Datum 14

*"Finally, we would like to make it absolutely clear that Gymnastics Ireland **condemns** any form of racism whatsoever."*

The author used the inclusion strategy in this datum. The strategy used is activation. It is shown in bold, “condemns.” Thus, the actor “Gymnastics Ireland” is actively responsible for the activity “condemns.” This strategy is realized through the participant. In this context, Gymnastics Ireland shows its response regarding the viral video. They stated that they had never committed racism like what they were accused of.

The third article: **Family in gymnastics racism row say apology is 'useless'**

*(Family in Gymnastics Racism Row Say Apology Is “Useless,” 2023)*

Datum 15

*“A video emerged recently showing the alleged racist treatment of a young black gymnast **being ignored by an official** who was handing out medals at an event in Dublin last year.”*

Moreover, the author used the inclusion strategy to represent the social actor. The strategy found is activation. The strategy is realized through the use of prepositional circumstantialization “by” to activate the actor. Therefore, the actor “an official” is activated by the verb phrase “being ignored.” This strategy is used to emphasize the doer of the activity. In this context, “an official” is the one who did not give the medal to the black girl during the vent. Thus, the video of the incident went viral and resulted in Gymnastics Ireland being accused of being racist.

Datum 16

*“It's been 18 months and it seems like **they were pressured** to give me an apology.”*

The author used the inclusion strategy in the datum above. The strategy used is in the type of activation. It is shown in bold, “they were pressured.” This strategy is realized through the participant. There the actor who is Gymnastics Ireland is said

be pressured to apologize. This is because the video of the incident went viral. Gymnastics Ireland, which continues to be pressured, finally seems forced to apologize to the Black Girl's family.

Datum 17

*"The judge at the event later **apologised** to the family for her "mistake" and **said** that she would "never ever ever be racist."*

Moreover, the social actor is also represented through the activation strategy. The social actor is activated through the verb "apologized" and "said." The strategy is realized through participation. In this context, the social actor, "the judge," apologizes to the black girl and her family for not giving the medal at GymStart event. She also denied accusations of racism, saying she would never be racist. This is because previously as a result of the mistakes she made at the GymStrat event, she received accusations of being racist.

Datum 18

*"It was almost as if though they **blamed her** for being black."*

In the datum above, the strategy used is the inclusion strategy. The author activates the social actor "they" with the verb "blamed." This strategy is realized through participation. Hence, the strategy used is activation. The author used this strategy since the author wanted to highlight the doer of the activity. The actor, "they" refers to Gymnastics Ireland. In this context, the mother of the black girl stated that it was as if what Gymnastics Ireland did to her daughter in the competition was because her daughter was black. Her mother stated that Gymnastics Ireland blamed her daughter for being black as a result of which she did not get a medal.

## Datum 19

*"But the family's main issue is with the **reaction by the sport's governing bodies.**"*

In the datum above the author used the inclusion strategy namely activation. The strategy used is shown in bold. The strategy is realized through circumstantialization. The subject "the sport's governing body" is responsible for the "reaction" through the prepositional circumstances "by." This strategy is used to emphasize the social actor. In this context, the reaction given by the sport's governing body or Gymnastics Ireland was their response regarding the medal-awarding incident. that response was their delay in apologizing and addressing this incident. It is known that they only took action after the video of the incident went viral.

## Datum 20

*"**They tried** to cover up like it didn't happen," the girl's father said."*

In the datum above, the author used the inclusion strategy to represent the social actor. The strategy used is activation. It is shown in bold, "they tried." The actor "they" is active in "tried." This strategy is realized through the participant. In this context, Gymnastics Ireland ignored this case and the responsibility demanded by Black Girl by covering up this case. It was proven by how late they acted and apologized to the black girl.

## Datum 21

*"**They probably thought** that with time they'll forget about it."*

The author used the inclusion strategy in the datum above. The strategy used is in the type of activation. It is shown in bold, "they probably thought." This

strategy is realized through the participant. In this context, the black girl's father suspects that the lack of response from Gymnastics Ireland regarding the incident at the medal-awarding event before the video went viral was because they underestimated this issue. Therefore, an apology and handling of the problem from their side was only made after one year since the incident.

Datum 22

*“The apology from Gymnastics Ireland, which came last week, after the video had gone viral, was “so useless”, said the girl's mother.”*

In the datum above, the author used the inclusion strategy. The strategy used is activation which is the social actor. “Gymnastics Ireland” is responsible for “the apology” through the use of prepositional circumstantial “from.” However, this strategy is realized through circumstantialization. In this context, the apology from Gymnastics Ireland is an apology because it was pushed back due to the viral video of the incident. As a result, this apology came so late and was rendered useless.

Datum 23

*“Gymnastics Ireland **told** the BBC it fully **accepts** that it has taken “far too long to make an apology to the family” and that “the child and her parents have been let down.”*

In this datum, the author used the inclusion strategy to represent the social actor. The strategy used is the inclusion strategy which is shown in bold, “told.” This strategy is realized through the participant. In this context, Gymnastics Ireland gives their response regarding the incident to the BBC News. This happened after the video of the incident went viral as Gymnastics Ireland seems to have been pressured to speak up and deal with the incident.

Moreover, the author also used another inclusion strategy shown in “accepts.” This strategy is realized through the participant. In this context, Gymnastics Ireland admitted all the accusations against them saying that they were too late to handle this problem and that it took 18 months to finally deal with it.

Datum 24

*“It **acknowledged** its response lacked empathy and said this was the first complaint of racism it had received since its foundation and there had been “many learnings” from it.”*

The author used the inclusion strategy in this datum. The inclusion strategy used is in the type of activation as shown in “it acknowledged.” This strategy is realized through the participant. In this context, Gymnastics Ireland admitted what the mother of the girl said that their apology lacked empathy. This apology is regarding the racist incident in which the video went viral. However, the apology that Gymnastics Ireland gave seems due to the pressure they received from people watching the video. Thus, the apology is considered a lack of empathy.

Datum 25

*“Receiving that video was a special moment, the girl **told** the BBC: “I was just **jumping around** all over the place because she's the best gymnast ever and I was really **happy** to hear that she's on my side.”*

In the datum above, the author used the inclusion strategy as shown in “told.” The strategy used is activation. This strategy is realized through the participant. In this context, the black girl conveyed her joy to BBC News. This happened because BBC News interviewed the Black Girl regarding the supporting video sent by the Four-time Olympic champion, Simone Bile, to the Black Girl.

Moreover, the inclusion strategy is also used by the author as shown in “jumping around.” This strategy is realized through the participant. Thus, this inclusion strategy is in the type of activation. In this context, the Black Girl describes how happy she was after receiving the video from Simone Bile.

Furthermore, the author also used the other inclusion strategy as shown in “happy.” This strategy is in the type of activation. It is realized through the participant. In this context, the Black Girl expressed her joy after receiving the video from Simone Bile. Simone Bile sent this video as a form of encouragement and sympathy for the incident experienced by the Black Girl at Gymnastics Ireland

The fourth article: **Gymnastics racism apology delay a 'real shame' - Irish PM**

*(Gymnastics Racism Apology Delay a “real Shame” - Irish PM, n.d.)*

Datum 26

*“Taoiseach (Irish prime minister) Leo Varadkar has said he thought it was "a real shame" **it took Gymnastics Ireland so long** to deal with an alleged racist incident, but he is "glad that **they finally have.**"*

In the datum above, the author used the inclusion strategy to represent the social actor. The strategy used is in the type of activation. It is shown in bold, “it took Gymnastics Ireland so long.” This strategy is realized through the participant. In this context, Gymnastics Ireland took so long to deal with the incident involving the black girl as if they ignored it. It took 18 months after the incident to finally deal with it.

Moreover, the author used another inclusion strategy shown in bold, “they finally have.” The inclusion strategy used is in the type of activation. This strategy



is realized through the participant. In this context, “they” which refers to Gymnastics Ireland, finally deal with the alleged racist incident. The racist incident is the one that involved the black girl and the viral video. At the beginning, Gymnastics Ireland seems to ignore the incident that it took so long until now they finally dealt with it.

#### 4.2.2 Passivation

Datum 1

*“It was almost as if though they **blamed her** for being black.”*

Furthermore, the author also used another inclusion strategy namely passivation. It is shown in bold that gymnastics Ireland blamed “her.” This strategy is realized through the participant in which “her”, referring to the black girl, is treated as an object in this representation. In this context, the mother of the black girl accused Gymnastics Ireland of making a mistake during the medal-awarding event because her daughter was black. Therefore, the mother of the black girl stated that Gymnastics Ireland has not apologized because in the incident it was her daughter's fault since she was black.

#### 4.2.3 Assimilation

The first article: **Simone Biles: Olympic champion responds to viral video of black girl not given medal** (“Simone Biles,” 2023)

Datum 1

*“As part of Gymnastics Ireland's investigation into the incident, **the official involved** "expressed deep regret for what they described as an honest error".”*

In the datum, the author used the inclusion strategy namely assimilation. This strategy is shown in the noun phrase written in bold. The noun phrase denotes a group of people which is “the official involved.” Here, “the officials involved” means officials from Gymnastics Ireland who were present at the location or had something to do with the medal-awarding incident. This strategy is used to represent the gymnastics Ireland side.

The second article: **Gymnastics Ireland issues unreserved apology to black girl not given medal at event ceremony** (“Gymnastics Ireland Issues Unreserved Apology to Black Girl Not given Medal at Event Ceremony,” 2023)

#### Datum 2

*“In the statement issued on Monday, **the governing body** said it was “deeply sorry”, that it knew it needed to do more to ensure “nothing like this will happen again” and it condemned “any form of racism”.”*

In the datum, the author used the inclusion strategies. The strategy used is assimilation which is shown in bold. The author represents the social actor as a group named “the governing body.” In this context, the governing body is made up of those who run Gymnastics Ireland as the officials. Thus, this strategy is used to represent Gymnastics Ireland.

#### Datum 3

*“**The sport's ruling body** in Ireland went on to indicate it was taking measures to ensure there would be no repeat of the incident in the future.”*

In this datum, the author represents the social actor using the inclusion strategy. It is shown in italics that “the sport’s ruling body” is a group of social actors. Therefore, the author assimilates the social actors to represent them as a

group. In this context, the sport's ruling body is the top officials in the management of Gymnastics Ireland. This actor is used to convince readers that this news comes from a trusted source. Furthermore, the use of this name is to ensure that this problem, the racist incident, has reached the higher-ups and is being handled as best as possible.

#### 4.2.3 Nomination

The first article: **Simone Biles: Olympic champion responds to viral video of black girl not given medal** (“Simone Biles,” 2023)

Datum 1

*“Four-time Olympic champion Simone Biles says “there is no room for racism in any sport” after a video went viral on social media of a **black girl** not being given a medal at an Irish gymnastics event ceremony.”*

In the datum, the author used an inclusion strategy. The inclusion strategy used is nomination. The author identifies the actor using her unique identity. Moreover, the author refers to the actor's uniqueness which is her skin color. The author represents the actor using the adjective “black” as it is the actor’s skin color. Thus, the author used nomination to represent the actor. The author used this strategy since in the video when a line of children was given the medals, the only child that did not receive one is the girl with black skin color. Therefore, the author refers to the girl as the black girl to easily mention her without revealing her true identity.

#### 4.2.4 Categorization

The second article: **Gymnastics Ireland issues unreserved apology to black girl not given medal at event ceremony** (“Gymnastics Ireland Issues Unreserved Apology to Black Girl Not given Medal at Event Ceremony,” 2023)

Datum 1

*“The new statement issued on behalf of Gymnastics Ireland said: “On behalf of the **board and staff of Gymnastics Ireland** we would like to unreservedly apologise to the gymnast and her family for the upset that has been caused by the incident at the GymStart event in March 2022.”*

In the datum above, the author used the inclusion strategy to represent the social actor. The strategy is in the type of categorization as shown in italics, “board and staff of Gymnastics Ireland.” This strategy is realized as the social actors are represented by the identity and the function they share with others. In this context, the board and staff of Gymnastics Ireland stated in response to the viral video that included Gymnastics Ireland. However, the board and staff are responsible for running the event where the incident occurred.

#### 4.2.5 Functionalization

The second article: **Gymnastics Ireland issues unreserved apology to black girl not given medal at event ceremony** (“Gymnastics Ireland Issues Unreserved Apology to Black Girl Not given Medal at Event Ceremony,” 2023)

Datum 1

*“The new statement issued on behalf of Gymnastics Ireland said: “On behalf of the board and staff of Gymnastics Ireland we would like to unreservedly apologise to **the gymnast** and her family for the upset that has been caused by the incident at the GymStart event in March 2022.”*

Moreover, the second strategy used is functionalization. It is shown in “the gymnast” in which it is referred to as the black girl. This strategy is realized as the author represents the social actors in terms of what they do. In this context, the black girl is represented as “the gymnast” because the black girl is one of the gymnasts participating in the event held by Gymnastics Ireland. At this event, an incident occurred where the gymnast, which is the black girl, did not receive a medal at the event ceremony.

The third article: **Family in gymnastics racism row say apology is 'useless'**  
*(Family in Gymnastics Racism Row Say Apology Is “Useless,” 2023)*

Datum 2

*“A video emerged recently showing the alleged racist treatment of **a young black gymnast** being ignored by an official who was handing out medals at an event in Dublin last year.”*

The author used the inclusion strategy in the datum above. The strategy used is in the type of functionalization and identification. It is shown in bold as “a young black gymnast.” A gymnast is the functionalization in which the social actor is represented refers to their role. In this context, the young gymnast is a child who is lining up waiting for his medal along with other gymnasts. Later, the girl becomes famous as she is the only one who did not get one.

Datum 3

*“**The judge** at the event later apologised to the family for her "mistake" and said that she would "never ever ever be racist.”*

In the datum above, the author used the inclusion strategy to represent the social actor. The strategy used is functionalization as shown in “The Judge.” The

author represents the social actors in terms of what they do or their occupations. In this context, the judge is the one who did not give the medal to the black girl at the GymStart event.

#### 4.2.6 Identification

The first article: **Simone Biles: Olympic champion responds to viral video of black girl not given medal** (“Simone Biles,” 2023)

Datum 1

*“Simone Biles: Olympic champion responds to viral video of **black girl** not given medal”*

In the datum, the author used the inclusion strategy namely physical identification. The strategy is shown in “black girl.” The author represents the actor as a black girl since the author refers to the actor's black skin color. Thus, the physical identification strategy is used in this sentence. The author used this strategy to represent the social actor namely the black girl. However, this strategy was used due to the video, when all the children lined up to get a medal, the girl was the only child with a black skin color. Therefore, the author used the strategy to refer easily to the girl and cover up her real identity.

Datum 2

*“The incident occurred at a Gymstart event in Dublin in March 2022 when a line of children were awarded medals but **the black girl** did not receive one.”*

In the datum, the author used the inclusion strategy shown in the phrase written in bold. The strategy used is identification since the author represents the actor as what they are. The author refers to the actor as the black girl since the actor

is the only black girl in the incident. Therefore, the author used physical identification to represent the social actor, the black girl. This strategy was used since within the line of children that were awarded medals, this girl is the only black girl in there. Thus, the author used this strategy to easily refer to the girl and to cover up her identity.

### Datum 3

*“The Irish Independent also reported that the mother is concerned **the family** will be a target for racist abuse and wants the video removed by social media companies.”*

Moreover, the other inclusion strategy used is shown in the noun phrase written in bold that reads “the family.” Here, the inclusion strategy used is relational identification as the author represents her regarding her personal relationship. The author represents the black girl with “the family” which is not only herself but also her parents and other family members. Here, the author represents the black girl and her family as parties who are disadvantaged or vulnerable to experiencing racist abuse if the video of the incident has not been removed.

### Datum 4

*“The newspaper reported that the family believed **their daughter** was ignored at the ceremony because she was black.”*

In the datum, the author used the inclusion strategy namely identification. This strategy is shown in the underlined noun phrase “their daughter.” The type of identification used is relational identification. Their daughter here is referred to as the black girl. In this context, the family of the black girl refer to her as their daughter while defending her due to the medal incident.

The second article: **Gymnastics Ireland issues unreserved apology to black girl not given medal at event ceremony** (“Gymnastics Ireland Issues Unreserved Apology to Black Girl Not given Medal at Event Ceremony,” 2023)

The second article: **Gymnastics Ireland issues unreserved apology to black girl not given medal at event ceremony** (“Gymnastics Ireland Issues Unreserved Apology to Black Girl Not given Medal at Event Ceremony,” 2023)

Datum 5

*“Gymnastics Ireland issues unreserved apology to **black girl** not given medal at event ceremony”*

Moreover, the author also used the inclusion strategy in the type of identification. The author identifies the actor as what they are. The author refers to the actor's physical characteristic which is her skin color. The author represents the actor using the adjective “black” as it is the actor’s skin color. Thus, the author used physical identification to represent the actor. The author used this strategy since in the video when a line of children was given the medals, the only child that did not receive one is the girl with black skin color. Therefore, the author refers to the girl as the black girl to easily mention her without revealing her true identity.

Datum 6

*“Gymnastics Ireland has issued an unreserved apology to the family of **a black girl** who was not given a medal at an events ceremony in Ireland.”*

Moreover, the author also used the inclusion strategy in the type of identification. The author identifies the actor as what they are. The author refers to the actor's physical characteristic which is her skin color. The author represents the actor using the adjective “black” as it is the actor’s skin color. Thus, the author used



physical identification to represent the actor. The author used this strategy since the only child who did not receive a medal at the event ceremony was the girl with black skin color. Therefore, the author refers to the girl as the black girl to easily mention her without revealing her true identity.

Datum 7

*“The incident occurred at a Gymstart event in Dublin in March 2022, when a line of children were awarded medals but **a young black girl** did not get one.”*

The author used the inclusion strategy in the datum above. The strategy used is in the type of identification. It is realized by the use of the adjective “young black” to refer to the black girl. As it refers to her physical characteristics, the strategy used is categorized as physical identification. In this context, a young black girl is the only black child among a row of other children lining up to receive a medal. Her black skin is highlighted because that is what differentiates her from the other children, making it easier to refer to the girl without having to reveal her true identity. Then this term was also used because after the video of the incident went viral, this case was closely related to racism in which Gymnastics Ireland was accused of being racist because they did not give a medal to the only black girl at that time.

The third article: **Family in gymnastics racism row say apology is 'useless'**

*(Family in Gymnastics Racism Row Say Apology Is “Useless,” 2023)*

Datum 8

*“A video emerged recently showing the alleged racist treatment of **a young black gymnast** being ignored by an official who was handing out medals at an event in Dublin last year.”*

Then “*a young black gymnast*” is the identification in which the social actor is represented in terms of what they are. As “young” and “black” refer to the gymnast's physical characteristics, the strategy is then categorized as physical identification. In this context, the young gymnast is a child who is a gymnast, lining up waiting for his turn to win a medal at a sporting event. This girl later became famous when she, the only black gymnast at the time of the medal awards, became the only child not to get a medal.

#### Datum 9

*“However, the girl's family believe **their daughter** was the subject of racism.”*

In the datum above, the author represents the social actor using the inclusion strategy. the strategy used is in the type of identification as the social actor is represented in terms of what they are. It is shown in bold that the black girl is represented as “their daughter.” Since the identification is related to the black girl's personal relationship, this strategy is then categorized as relational identification. In this context, the family of the black girl indicated that they believed their daughter received racist treatment at the event.

#### Datum 10

*“It is painful to actually state the obvious - **my daughter** was the only **black child** in that competition, she stood out well, there was no excuse for what happened.”*

The author used the inclusion strategy to represent the social actor in the datum above. The strategy used is identification as shown in “my daughter.” The author represents the social actor using their personal relationship. Hence, the strategy used is classified as relational identification. In this context, the mother of

the black girl stated that it was true that her daughter was the only black child in the competition.

Moreover, the author also used the inclusion strategy in the type of identification as shown in “black child.” It is realized since the actor is represented in terms of what they are. As the representation refers to the black girl’s characteristics as being a black child, the strategy is then categorized as physical identification. In this context, the black child is the black girl that being the only black gymnast at the medal-awarding event where the video went viral.

#### 4.2.7 Impersonalization

The first article: **Simone Biles: Olympic champion responds to viral video of black girl not given medal** (“Simone Biles,” 2023)

Datum 1

*“On Friday, in response to the video, **Gymnastics Ireland** issued a statement saying they received a complaint alleging racist behaviour in March 2022 from the parents of the girl.”*

In the datum, the author used the inclusion strategy to represent the gymnastics Ireland side. The author used the phrase “Gymnastics Ireland” as shown in bold to represent the actor. The inclusion strategy used by the author is impersonalization with objectivation which further is categorized as utterance autonomization. The actor is represented by another means, Gymnastics Ireland, which is the gymnastics sport national governing body in Ireland. Using this strategy, the author backgrounded the actor responsible for the action.

Then the author represents social actors using the inclusion strategy in bold phrases that read “a statement.” The inclusion strategy used by the author is impersonalization which type is objectivation where the actor is referred to another means, “a statement.” Thus, the author used objectivation which type is utterance autonomization to marginalize the social actor. The statement here is the response of Gymnastics Ireland’s side regarding the viral video. Therefore, the statement contains a chronology of the aftermath of the incident based on the perspective of Gymnastics Ireland. The author used this strategy to background the actor of the activity, Gymnastics Ireland.

## **B. Discussion**

From these findings, the exclusion strategy with the backgrounding type is the most frequently found. From all the data found in this strategy, most of it is used to represent Gymnastics Ireland. This is due to the four articles focus on discussing the actions of Gymnastics Ireland in responding to viral videos of racist incidents involving them and the racist accusations they received. Therefore, the author often puts this actor aside to focus more on their actions.

On the other hand, in the exclusion strategy with the suppression type, no data was found at all. The four articles analyzed did not use a suppression strategy to represent either the black girl or Gymnastics Ireland. This may be because this research only focuses on two social actors, namely the black girl and Gymnastics Ireland. Both of them are the main actors in this incident. Therefore, both of them

have a very high probability of being mentioned in the news in connection with the activities they carry out.

Then in the inclusion strategy, the most frequently found strategy was activation. This strategy is mostly used to represent Gymnastics Ireland rather than the Black Girl. This happens because the four articles focus on discussing Gymnastics Ireland's response and actions regarding racist incidents and viral videos. This strategy is used because the author wants to emphasize who the perpetrator of an activity is. After the video of the incident went viral, what the public is most waiting for is how Gymnastics Ireland will respond, which has allegedly been silent for 18 months. Therefore, to highlight what Gymnastics Ireland has done in dealing with this incident, the author uses an activation strategy.

Next, there are several inclusion strategies that are not used at all, namely individualization, genericization, association, dissociation, differentiation, indetermination, specification, and overdetermination. Firstly, individualization, genericization, association, dissociation, differentiation, and indetermination are not used because the actors in this news are mentioned clearly and consistently. The author focuses on reporting the development of racist conflicts and focuses on the two parties involved, namely Gymnastics Ireland and the black girl. Therefore, there is no merging, splitting, or anonymous mention of social actors which requires the strategy of Individualization, genericization, association, dissociation, differentiation, and indetermination.

Then, strategy specification was not used because the author did not reveal the real identities of the two parties in the conflict. This is because racism is a serious problem hence it is feared that disclosing the identities of the parties involved will have an unpleasant impact on them. If the identity of the social actor is specifically revealed, it is very likely that the social actor experiences racism in real life outside of this conflict. Therefore, not disclosing the identities of specific social actors will help protect them from racism that may occur after this incident. Finally, the overdetermination strategy is not used because the actors in this discourse are only involved in one social practice in each representation.

Moreover, from the findings, it is assumed that BBC News is biased in reporting the news. It was found in the research that the author used a lot of activation strategies in representing Gymnastics Ireland. However, the image formed from this representation is that Gymnastics Ireland is less competent in handling this racist case. Gymnastics Ireland was also described as continuing to deny its racist accusations. Therefore, Gymnastics Ireland gets a negative image in the news. On the other hand, the black girl on the opposite side of Gymnastics Ireland gets a positive image in this news. The black girl is portrayed as a victim and continues to receive sympathy from society. This is evident from the BBC's many uses of strategy identification to represent the black girl. Thus, BBC News has not been neutral in reporting this case.

Then, the researcher did not find any racism in reporting the news. Based on the findings, BBC News used an identification strategy to represent the black girl 11 times. However, this strategy is used only to attract public sympathy for the

black girl. Then the second most common strategy found was activation. This strategy is used to show the innocent side of a child, the black girl, who is happy when she receives support from her idol. Then the third most common strategy found was functionalization, which was used by BBC News to represent the black girl as a young gymnast. The impact of this strategy is to form a positive image of the black girl as a child with achievements. Then the passivation and nomination strategies were only found once in the news. However, these two strategies do not indicate racism towards the black girl. Therefore, BBC News is not racist in conveying the news.

Furthermore, the data shows that through the power of the BBC shown in the inclusion and exclusion strategy, it conducts a shifting of discourse. The black girl, as already happened in the incident, is always excluded. This is proven by the video, which shows that she is the only child who did not get a medal in the event. Therefore, this is the discourse in which the black girl is excluded. On the other hand, in reporting the news, the BBC does not exclude the girl. Thus, this means that the BBC does not reproduce the discourse. The BBC News shifts the discourse from the girl, who is always excluded, into the discourse in which the girl is included. It is all done through the power of BBC News as the media that reports the issue. However, in this discourse practice, there is a shifting of discourse.

Moreover, the shifting of discourse could happen because of a majority rule. In the discourse in which the black girl is excluded, she is considered powerless compared to Gymnastics Ireland. But then due to the video that went viral with Simone Bile leaving a comment, the black girl successfully defended herself against

Gymnastics Ireland. In this situation, BBC took the opportunity to maintain its good name as an international media. As a media outlet, BBC not only looks at what is right or wrong but also at how the public views it. In this case, although the authorities have not stated that Gymnastics Ireland is racist, if the majority says it is racist then it is. According to Leeuwen (2008), in contemporary society, the majority rules, not only when formal democratic processes are followed to make decisions, but also particularly when not, through methods like surveys, opinion polls, marketing research, and so forth. As most people think that Gymnastics Ireland is racist, the BBC shifts the discourse and then sides with the girl to maintain its reputation.

From the shifting of discourse, the participant in the discourse is affected. The black girl as one of the main actors in this article, gains positive impacts. From the shifting of discourse, the black girl gains a positive representation that gives her a chance to express her identity as a black people. Moreover, the black girl has a chance to change the narration that always marginalizes her. Then, Gymnastics Ireland gained a significant impact. Because the discourse has shifted, it threatens their position and reduces their voting power as a sports organization as they become the executor of racism. Then, it is also forcing them to confront more complex realities of race and identity. Moreover, the BBC as the executor of the shifting of discourse gained a quite good impact. To change the discourse, BBC gained a better reputation by presenting diverse perspectives. Thus, this can strengthen the BBC's image as a media institution that is responsive to social issues



and justice. Therefore, the three participants in this discourse are affected due to the shifting of discourse.

Furthermore, from the shifting of discourse, the BBC has made a significant contribution to global racist issues. This is because the BBC is not just a local British media outlet, but one of the world's largest media platforms with a wide network. Then the role of mass media is very large in shaping public perception. The BBC's stance and approach to racism can influence other media outlets, international institutions, and the global community. If the BBC starts a campaign that supports racial inclusivity, highlights the injustices experienced by the black girls, and encourages dialogue about equality, it can inspire other institutions to do the same. This can have an impact on the wider international agenda of human rights and social justice. Therefore, the BBC has a significant contribution through this shifting discourse.

Then, this research has the same results as previous research conducted by Prastika & Suprayogi (2021) and Mujapasa (2023). Similar to this research, both previous studies found activation as the most widely used strategy. This may be because the news topics analyzed from the three studies have something in common, namely discussing conflicts between parties who have power and those who do not. In this research, the conflict discussed is between the black girl and Gymnastics Ireland, who are considered to have more power. In research conducted by Mujapasa (2023), the conflict that occurred was regarding immigrant workers and LGBT people who were mistreated during FIFA in Qatar. Then in research conducted by Prastika & Suprayogi (2021), the conflict that occurred was between

protesters and the government. However, these three studies found many activation strategies because the news studies focused on the perpetrators and actions taken by the parties in conflict. Therefore, the results of this study support Prastika & Suprayogi (2021) and Mujapasa (2023) research.

Moreover, the current research has different results from research conducted by Sholihah & Degaf (2020), Irwanto (2022), Handayani & Pranoto (2023), and Nisa (2020). The research conducted by Sholihah & Degaf (2020) was in the discourse of election in which identification is the most used strategy. Irwanto (2022) in his research found the specification strategy to be the most used strategy in the discourse on the conflict between Russia and Ukraine. Handayani & Pranoto (2023) found the differentiation strategy as the most used strategy in the same discourse as Irwanto (2022). Moreover, the assimilation strategy in the discourse on demonstrations by students against the government is the most used in the research conducted by Nisa (2020). However, all these studies have a difference in the term of context from the current study. The current study's context was in sports competition with a conflict focus in the form of a racist incident. Thus, the current study does not support the results of these studies.

Wardani et al. (2021), Humaira et al. (2023), Hidayanti & Hamdani (2023), and Mubasyira et al. (2021) also have different results from the current study. Wardani et al. (2021) found assimilation-individualization as the most used strategy in the discourse that involved people which is the Covid 19 vaccine for the community. Humaira et al. (2023) found association-dissociation as the most used strategy in the discourse of terrorism in Istanbul. Research conducted by Hidayanti

& Hamdani (2023) in the discourse of social conflict, namely harassment of women, found differentiation, abstraction, and identification strategies as the most used strategies. Mubasyira et al. (2021) were in the Education discourse which focused on conflicts between people who have power and society. In contrast to these studies, the conflict that happened in the current study was between an organization and a girl. Moreover, the most found strategy is activation. Therefore, the current study does not support the results of these studies.

## **CHAPTER V CONCLUSION & SUGGESTION**

In this section, the conclusions of this research will be discussed as well as suggestions that will be given by the researcher for future research. The conclusions presented are a brief description of the results and a discussion of the research. Then the suggestion given is for future research.

### **A. Conclusion**

This research was carried out to analyze the use of inclusion and exclusion strategies in the BBC online newspaper. The researcher used the inclusion and exclusion theory proposed by Van Leeuwen (2008) to analyze the data. Then the topic that is analyzed is related to the racism experienced by the black girl. For this reason, this research reveals how the author represents social actors in the news.

Based on findings and discussions, the researcher found that BBC News uses both inclusion and exclusion strategies to represent social actors. The inclusion strategy is used when the author wants to emphasize who the social actors involved are. Meanwhile, the author uses the exclusion strategy to hide social actors. In this case, the researcher wants to highlight what the actor does, not who the actor is.

Moreover, the researcher found that BBC News mostly used activation strategies. This strategy is most often used to represent Gymnastics Ireland to emphasize what these actors do. This is in accordance with the overall content of the news which discusses Gymnastics Ireland's actions regarding the racist case experienced by the black girl.

Then, the researcher found another strategy used to represent social actors. These strategies include backgrounding, identification, assimilation, functionalization, impersonalization, categorization, passivation, and nomination. This strategy is used to represent the two social actors analyzed, namely the black girl and Gymnastics Ireland.

Furthermore, the researcher found several strategies that the author did not use to represent social actors. These strategies include suppression, individualization, genericization, association, dissociation, differentiation, indetermination, specification, and overdetermination. The two social actors analyzed, namely the black girl and Gymnastics Ireland, are not represented using this strategy.

Next, based on the results of the findings and discussions, the researcher concluded that BBC News was biased in reporting the black girl case. BBC News tends to portray Gymnastics Ireland in a negative light. Meanwhile, the black girl is represented with a better image. Therefore, the author concludes that BBC News is not neutral in writing news.

Moreover, the researcher found that there was no form of racism carried out by the BBC in conveying the news. Based on the findings, there was no indication that the BBC was racist in its news. Therefore, in conveying news about the case of the Black Girl and Gymnastics Ireland, BBC News is not racist.

## **B. Suggestion**

In this section, the researcher wants to provide suggestions for future researchers. As previously discussed, this research could be biased because it examines racism only in the case of a black girl. Therefore, it is hoped that future researchers will be able to research other cases of racism at BBC News. This is done in order to enrich the research results. Then, by conducting other research on racist cases at BBC News, we can also deepen and broaden our understanding of linguistics. Therefore, future researchers are advised to carry out this research.

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## CURRICULUM VITAE



Dina Hilma Hayati was born in Kandangan on October 14, 2001. She is the youngest daughter of the late Muhammad and Nur Ainah, S.Pd. The author has one older sister named Indah Najmi Fajar, S.Pd. She lives in Banjarbaru, south Kalimantan. The author can be contacted via the email address [dinahilmahyt@gmail.com](mailto:dinahilmahyt@gmail.com). She graduated from MAN 3 Banjar in 2020. During her studies, she actively participated in the marching band and gained several achievements from this musical activity. She started her higher education in 2020 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2024. During her study at the university, she took part in several short story writing competitions and obtained several achievements.

## APPENDIX

Table 1. Shows the Exclusion Strategies

Social Actor	Type of Exclusion Strategy	Total
The Black Girl	Backgrounding	4
Gymnastics Ireland	Backgrounding	10
		14

Table 2. Shows the Inclusion Strategy

Social Actor	Type of Inclusion Strategy	Total
The Black Girl	Identification	11
	Activation	3
	Functionalization	2
	Passivation	1
	Nomination	1
Gymnastics Ireland	Activation	35
	Assimilation	3
	Impersonalization	2
	Functionalization	1
	Categorization	1
		60

The first article: **Simone Biles: Olympic champion responds to viral video of black girl not given medal**

No.	Datum	Type of Exclusion	Type of Inclusion
1.	<i>“Simone Biles: Olympic champion responds to viral video of <b>black girl</b> not given medal”</i>		Identification
2.	<i>“Four-time Olympic champion Simone Biles says “there is no room for racism in any sport” after a video went viral on social media of a <b>black girl</b> not being given a medal at an Irish gymnastics event ceremony.”</i>		Nomination
3.	<i>“The incident occurred at a Gymstart event in Dublin in March 2022 when a line of children were awarded medals</i>		Identification

	<i>but <b>the black girl</b> did not receive one."</i>		
4.	<i>"On Friday, in response to the video, <b>Gymnastics Ireland issued a statement</b> saying they received a complaint alleging racist behaviour in March 2022 from the parents of the girl."</i>		Impersonalization and activation
5.	<i>"It <b>said</b> there was independent mediation leading to a "resolution <b>agreed by both parties</b> in August 2023."</i>		Activation
6.	<i>"As part of Gymnastics Ireland's investigation into the incident, <b>the official involved "expressed deep regret</b> for what they described as an honest error."</i>		Activation and assimilation
7.	<i>"Gymnastics Ireland <b>said</b> a written apology from the official was issued. It also <b>said</b> the girl did get her medal after the ceremony."</i>		Activation
8.	<i>"The Irish Independent also reported that the mother is concerned <b>the family</b> will be a target for racist abuse and wants the video removed by social media companies."</i>		Identification
9.	<i>"The newspaper reported that the family believed <b>their daughter was ignored</b> at the ceremony because she was black."</i>	Backgrounding	Identification
10.	<i>"Now eight million people have seen the video. From Pakistan to Ethiopia they can see this was wrong but Gymnastics Ireland still can't accept it and <b>say sorry.</b>"</i>	Backgrounding	

The second article: **Gymnastics Ireland issues unreserved apology to black girl not given medal at event ceremony**

No.	Datum	Type of Exclusion	Type of Inclusion
11.	<i>“Gymnastics Ireland issues unreserved apology to <b>black girl</b> not given medal at event ceremony”</i>		Activation and Identification
12.	<i>“Gymnastics Ireland <b>has issued</b> an unreserved apology to the family of <b>a black girl</b> who was <b>not given</b> a medal at an events ceremony in Ireland.”</i>	Backgrounding	Activation and Identification
13.	<i>“The incident occurred at a Gymstart event in Dublin in March 2022, when a line of children were awarded medals but <b>a young black girl</b> did not get one.”</i>		Identification
14.	<i>“Gymnastics Ireland <b>apologised</b> for the upset that <b>has been caused.</b>”</i>	Backgrounding	
15.	<i>“In the statement issued on Monday, <b>the governing body said</b> it was “deeply sorry”, that it knew it needed to do more <b>to ensure</b> “nothing like this will happen again” and it condemned “any form of racism.”</i>	Backgrounding	Assimilation and Activation
16.	<i>“However, the Irish Independent on Sunday quoted the girl's mother anonymously saying she believed Gymnastics Ireland had failed to publicly <b>apologise</b> and she intended to take the matter to the Gymnastics Ethics Foundation in Switzerland.”</i>	Backgrounding	

17.	<i>"The new statement issued on behalf of Gymnastics Ireland said: "On behalf of the <b>board and staff of Gymnastics Ireland</b> we would like to unreservedly apologise to <b>the gymnast</b> and her family for the upset that has been caused by the incident at the GymStart event in March 2022."</i>		Categorization and Functionalization
18.	<i>"What happened on the day should not have happened and for that we <b>are deeply sorry</b>. "We <b>are also sorry</b> that what has happened since that date has caused further upset."</i>		Activation
19.	<i>"Please know that at all times we have been acting in good faith and with the best of intentions in trying <b>to resolve</b> this very difficult and sensitive matter."</i>	Backgrounding	
20.	<i>"We <b>offered</b> an in-person apology after the incident as we <b>believed</b> this was the best approach. Subsequently we <b>felt</b> mediation was the best way forward."</i>		Activation
21.	<i>"<b>The sport's ruling body</b> in Ireland went on to indicate it was taking measures <b>to ensure</b> there would be no repeat of the incident in the future."</i>	Backgrounding	Assimilation
22.	<i>"We <b>know</b> now we <b>need</b> to do more," it said. "We are committed to ensuring nothing like this will happen again."</i>		Activation

23.	<i>"We <b>appointed</b> an independent expert to review our policies and procedures earlier this year and a series of recommendations have resulted which we are <b>fully committed</b> to implementing so that this does not ever happen again."</i>		Activation
24.	<i>"We <b>would also like</b> to engage with the gymnast's family and Sport Against Racism Ireland (SARI) to listen to any suggestions they have as to how our procedures can be improved in this regard."</i>		Activation
25.	<i>"We are <b>happy</b> to see that the gymnast continues to participate in Gymnastics Ireland events and we look forward to welcoming her back to our future events also."</i>		Activation
26.	<i>"Finally, we would like to make it absolutely clear that Gymnastics Ireland <b>condemns</b> any form of racism whatsoever."</i>		Activation

The third article: **Family in gymnastics racism row say apology is 'useless'**

No.	Datum	Type of Exclusion	Type of Inclusion
27.	<i>"A video emerged recently showing the alleged racist treatment of <b>a young black gymnast being ignored by an official who was handing out medals at an event in Dublin last year.</b>"</i>		Functionalization, Identification, and Activation

28.	<i>"But the mother of the girl said the sports body only publicly <b>apologised</b> after 18 months "because the world wanted them to."</i>	Backgrounding	
29.	<i>"[The apology is] almost useless," she said. "There was <b>no empathy shown</b>, I feel like it's not true."</i>	Backgrounding	
30.	<i>"It's been 18 months and it seems like <b>they were pressured</b> to give me an apology."</i>		Activation
31.	<i>"<b>The judge</b> at the event later <b>apologised</b> to the family for her "mistake" and <b>said</b> that she would "never ever ever be racist."</i>		Functionalization and Activation
32.	<i>"However, the girl's family believe <b>their daughter</b> was the subject of racism."</i>		Identification
33.	<i>"It is painful to actually state the obvious - <b>my daughter</b> was the only <b>black child</b> in that competition, she stood out well, there was no excuse for what happened."</i>		Identification
34.	<i>"It was almost as if though they <b>blamed her</b> for being black."</i>		Activation and Passivation
35.	<i>"They expected Gymnastics Ireland would be at the session but <b>it did not send</b> a representative."</i>		Activation
36.	<i>"But the family's main issue is with the <b>reaction by the sport's governing bodies</b>."</i>		Activation
37.	<i>"<b>They tried</b> to cover up like it didn't happen," the girl's father said."</i>		Activation



38.	<i>"They probably thought that with time they'll forget about it."</i>		Activation
39.	<i>"The apology from Gymnastics Ireland, which came last week, after the video had gone viral, was "so useless", said the girl's mother."</i>		Activation
40.	<i>"Gymnastics Ireland <b>told</b> the BBC it fully <b>accepts</b> that it has taken "far too long to make an apology to the family" and that "the child and her parents <b>have been let down.</b>"</i>	Backgrounding	Activation
41.	<i>"It <b>acknowledged</b> its response lacked empathy and said this was the first complaint of racism it had received since its foundation and there had been "many learnings" from it."</i>		Activation
42.	<i>"<b>Receiving</b> that video was a special moment, the girl <b>told</b> the BBC: "I was just <b>jumping around</b> all over the place because she's the best gymnast ever and I was really <b>happy</b> to hear that she's on my side."</i>	Backgrounding	Activation

The fourth article: **Gymnastics racism apology delay a 'real shame' - Irish PM**

No.	Datum	Type of Exclusion	Type of Inclusion
43.	<i>"Taoiseach (Irish prime minister) Leo Varadkar has said he thought it was "a real shame" <b>it took Gymnastics Ireland so long</b> to deal with an alleged racist incident, but he is "glad that <b>they finally have.</b>"</i>		Activation