

ABSTRACT

As one of the primary means of communication, the involvement of mass media in our life is unavoidable. Information, entertainment, and education are the three main purposes our community is going for in utilizing mass media. However, there is the claim that messages distributed by the media are constructed. It suggests that there is more to the information we see on mass media than meets the eye. Indeed, as multiple research projects have shown, even texts claimed as the most objective as news stories are not truly neutral.

This research attempted to examine how the media frame a minority politician Mauree Turner and to find an explanation behind such framing within the context of American society. Conducted under post-nationalist American Studies paradigm, this research seeks to explore the experience of a person from minority community. Applying van Dijk's framework of Critical Discourse Analysis as an approach, the analysis emphasizes the relationship between discourse-cognition-society.

The finding showed that the media resorted to three strategies in framing Mauree Turner. These strategies involved emphasizing Turner's identity, repeating or reproducing the narrative of making history, and associating Turner with agency through active sentences. Through these strategies, Turner was framed positively. Taking into account the contexts under which these news reports were produced, the positive framing found an explanation to be a form of resistance to the inherent gender bias as well as the existing religious discrimination in American society.

Keywords: critical discourse analysis (CDA), media framing, minority politician, gender bias, religious discrimination