

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The whole time, women have been regarded as inferior by men. History tells us that women have suffered the most out of all groups, no matter where they come from, their culture, race, and religion. They suffer from different problems like rape, violence, poverty, ill, education, etc. They are not treated as equal to men in all places. Although the issue of women empowerment now has gained many attentions in national and international, it needs all people from different backgrounds to come forward to ensure it is reaching its goal: equal rights for women. “This question of woman’s rights was a world question, and as old as the human race. In all ages, woman has regarded by man as inferior, and had robbed of the rights, with which God had endowed her, in common with every human being” (Langley & Fox, 1994, pp.100-101). Bhadra (2001) in Mandal (2013) says The term “empowerment” commonly refers to raising the power of the group that in low-power in order to make it equal to the group in high-power. These terms include self-control, self-care, and freedom of choice.

Women empowerment has become one of the most substantial topics in the present global context. There are many ways people do to promote this movement, including advertisements on televisions or social media, or media in general. According to O’Barr (2005), since 1600s, advertising and media have connection in print media. Advertisements have a big role in the development of media and increasement of consumerism. In the beginning of Colonial America, advertisements constrained basic products such as spices and coffee world wide. As the globalization was increasing, so was advertising. In the 1700s, advertisements were having more personal approach as it tells stories about the product. And then by the mid

1800s, newspapers became the most cost-efficient way to advertise. By the twentieth century, salesman became the new way of advertising and the slogan became trends (O’Barr 2005).

As advertisements and media continue to develop from radio, television, and internet, they are completely revolutionized with globalization. All traditional advertising methods have been affected in negative ways since globalization, but are not completely gone. Now that media have developed in many forms, brands started to spread or advertise their advertisements in all forms of media, including the new form which is video ad campaign that are published on the internet.

In this study, the researcher tries to analyze one of the famous sport brands: Nike. Nike is an American multinational company that produce, market, and sell mostly sportswear and apparel, including footwear, accessories, and equipment. The company is based in Oregon, USA. Nike, which was established in 1964, has marketed its products in many ways since it was launched. Nike, as a brand for sports which is usually dominated for men, recently releases an advertisement video entitled “Dream Crazier”. The ad was first published in 2019 Oscars and then became viral with million views on social media like Twitter, Instagram, and YouTube. The ad demonstrates how women in their roles have been depicted into ads to create resonance with current global issues. The ad seems to encourage or empower women to achieve anything they can dream even though people discouraged them. However, in real life, Nike has been reported in some news that this company discriminates its female workers. One of the examples is, nyctimes.com in 2018 reported that Nike gives their female workers lower wages compared to their male workers. Therefore, this contradictory action from Nike, related to how Nike positions and treats women, becomes an intriguing issue to be researched.

The researcher chooses this object to be studied because it distincts from other objects. This video ad campaign went viral since it was first published and became the talk in social

media. The researcher chooses the video ad campaign which was published on YouTube because it gained more than 11 million views there, and YouTube's main feature is providing videos. The video ad campaign is also endorsing women empowerment which is now in trending.

The establishment of critical discourse analysis (CDA) as a well-defined discipline, according to El Kholy dates back to the late 1980s when it appeared as a programmatic development in European discourse studies led by Teun van Dijk, Norman Fairclough and Ruth Wodak (n.d.). Now, it has emerged as one of the most influential fields of discourse analysis (Blommaert & Bulcaen, 2000). CDA explores the relationship between linguistic choices within the texts and talks with regard to particular socio-cultural contexts in which these texts and talk function. Thus CDA, according to Van Dijk, is mainly concerned with investigating the ways dominance, social power abuse and inequality are reproduced, enacted and resisted by text and talk in different social and political contexts (1999). Thus, it attempts to lay down such aspects of social contexts as might affect the aspects of a language. Since, critical discourse analysis focuses on how language as a cultural tool mediates the correlation of privilege and power in social interactions, the researchers from the field of education have started using it as a means to interpret, describe or explain different educational problems, such as gender inequality.

According to van Dijk (1998a) Critical Discourse Analysis (CDA) is a field that is concerned with studying and analyzing written and spoken texts to reveal the discursive sources of power, dominance, inequality and bias. It examines how these discursive sources are maintained and reproduced within specific social, political and historical contexts. For Chuliaraki and Fairclough (1999), CDA "brings social science and linguistics ... together within a single theoretical and analytical framework, setting up a dialogue between them"(p. 6). Chuliaraki and Fairclough (1999) posit that CDA has a particular contribution to make.

They argue that, "the past two decades or so have been a period of profound economic social transformation on a global scale" (p. 30). In this approach of CDA, there are three analytical focuses in analysing any communicative event (interaction). They are text (e.g. a news report), discourse practice (e.g. the process of production and consumption), and sociocultural practice (e.g. social and cultural structures which give rise to the communicative event) (Fairclough, 1995b, p. 57; Chuliaraki & Fairclough, 1999, p. 113).

Fairclough views discourse as a use of language seen as a form of social practice, and discourse analysis is analysis of how texts work within sociocultural practice (1995, p. 7). Furthermore, he explains that discourse consists of three elements: textual, discourse practice, and sociocultural practice (1995, p. 98). CDA is consolidated here as a 'three-dimensional' framework where the aim is to map three separate forms of analysis onto one another: analysis of (spoken or written) language texts, analysis of discourse practice (processes of text production, distribution and consumption) and analysis of discursive events as instances of sociocultural practice (1995, p.2).

Sara Mills' CDA theoretical framework about indirect sexism (2008) is used in the object analysis of this study. Indirect sexism can be judged according to its contexts in line to the interpretation of the utterances' atmosphere. In spite of that, it can be distinguished that in the context of the media (certain newspapers, television and radio programmes), sexism happens all the time, but in different forms which has been modified because of feminist pressure and because of male responses to feminism (Mills, 2008). Critical discourse analysis, being a multi-functional approach, has diverse applications in various fields and education also falls among these fields. Mills proposed six types of indirect sexism, they are: humour; presupposition; conflicting messages; scripts and metaphors; collocation; and androcentric perspective. Since an analysis of women empowerment on ad using Sara Mills' CDA is limited, the researcher is interested to conduct a research in the study field.

1.2 Problems of the Study

1. What are the features emerged from the Nike video ad campaign: Dream Crazier related to women empowerment issue?
2. How are women presented on the Nike video ad campaign: Dream Crazier related to women empowerment issue according to the features emerged?

1.3 Objectives of the Study

1. To find the features that are emerged from the nike ad video: Dream Crazier related to women empowerment issue.
2. To find out the presentation of women on the Nike video ad campaign: Dream Crazier related to women empowerment issue according to the features emerged.