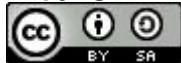


# A Critical Discourse Analysis of BBC News Online Coverage of the Gymnastics Ireland Racism Incident

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Malik Ibrahim MalangDOI: <https://doi.org/10.18860/lilics.v3i2.11500>**Copyright** © Dina Hilma Hayati, Habiba Al UmamiThis work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](#).**How to Cite: APA Style 7th edition**

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**Submission****Track:**

Received:

01-03-2023

Available online:

31-10-2024

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[dinahilmahyt@gmail.com](mailto:dinahilmahyt@gmail.com)**ABSTRACT**

*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.*

**Keywords:** BBC News, Critical Discourse Analysis, exclusion, inclusion

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**INTRODUCTION**

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. 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. On the other hand, journalists must remain neutral or 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 and the objective of 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). Moreover, 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. Hence, the black girl is one of the racist cases that has been heating up lately. Therefore, the case of the black girl was chosen by the researchers since this issue has been a concern for many people as it is considered a racist issue.

Previously, ten research related to the current research are found by the researchers. 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 researchers found two studies 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 researchers 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 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. The exclusion strategy consists of a backgrounding and suppression strategy. Meanwhile, the inclusion strategy consists of activation, passivation, genericization, specification, assimilation, individualization, association, dissociation, interdetermination, determination, differentiation, nomination, categorization, functionalization, identification, personalization, impersonalization, and overdetermination.

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. Thus, the researchers proposed two research questions; "How does the BBC online news media apply the inclusion strategy to represent the social actors?" and "How does the BBC online news media apply the exclusion strategy to represent the social actors?"

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.

The scope of this research is Critical Discourse Analysis. Furthermore, the limitation of this research is that the researchers only analyse racism in BBC News on the girl cases. The other cases of racism in BBC News are not analyzed by the researchers. Thus, this research could be biased.

## RESEARCH METHOD

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. Qualitative research is a type of research that investigates and gives a deeper comprehension of real-life problems (Tenny et al., 2024). Furthermore, this research used critical discourse analysis as the approach. Then, the main instrument of this research is the researchers themselves.

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." All news regarding the issue was published from September 24th until 28th, 2023 and the research took all the news on

those dates to gain accurate results. The researchers collected the data in the form of words, phrases, and sentences from the headline until the end of the news. Then, to analyses the data, first, the researchers found the article on the BBC web. Then the researchers collected the data. After that, the researchers analyse the data based on the inclusion and exclusion strategy proposed by Leeuwen (2008) to know how the strategies are used by BBC News.

## **FINDINGS & DISCUSSION**

### ***Findings***

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.

#### ***Exclusion***

##### **Backgrounding**

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

*"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. What it means by "ignored" is not giving a medal to the black girl in the ceremony.

*"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 through backgrounding. The agent of the activity "say sorry" is not explicitly mentioned in the clause but can be identified elsewhere in the text. The author employs a paratactic clause within a non-finite clause to remove the agent, focusing instead on the activity itself. For instance, the mother of the black girl expresses disappointment that Gymnastics Ireland has not "say sorry" since the incident occurred. This strategy shifts attention from the actor to the action, highlighting the ongoing failure to apologize and emphasizing the mother's perspective and the social significance of the event.

Furthermore, the author applies exclusion by omitting the beneficiaries of the action, as in "say sorry," where the entity to whom the apology is owed is not mentioned. Backgrounding is also evident in Datum 3, where the passive verb "was not given" removes the actor responsible for awarding a medal. Here, Gymnastics Ireland, the actor, is present elsewhere in the text but excluded from the immediate clause, focusing on the impact of the action and the experience of the affected individual rather than the actor performing it.

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

In this datum, the author omits the beneficiaries of the activity “apologized,” making it unclear to whom Gymnastics Ireland directed the apology, which relates to an alleged racist incident. The strategy appears in a non-finite clause using passive agent deletion, obscuring who caused “the upset.” Through backgrounding, the author hides the agent, though it can be inferred from the sentence. The “upset” refers to the disappointment caused by Gymnastics Ireland’s delayed apology to the Black girl concerning the medal award.

*“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 social actor is marginalized in the to-infinite clause, “to ensure.” By using this strategy, it is unclear who is the doer of the infinite verb “to ensure.” In this context, this statement is issued as a response to the viral video of the medal incident and the racist accusations.

*“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 social actor is being marginalized by using the to-infinite verb “to resolve.” 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.

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

In the datum above, the author removed the actor, to whom the sports body apologized. This strategy is done through the deletion of beneficiaries. 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.

*“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**.”*

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. 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.

*“**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 removed the actor in the non-finite clause “receiving” that it is unknown who is the receiver of the video. 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.

*Inclusion**Activation*

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

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

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.

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

The strategy 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.

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

The strategy is shown in the italics that reads "said." It is realized through the participation. 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.

*"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."*

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.

*"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 strategies are 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.

*"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 strategy used is shown in bold, "offered", "believed", and "felt." These strategies are realized through the participant. However, the social actor, "we," is activated through

this strategy. 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.

*“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 strategy used is shown in bold, “appointed.” This strategy is realized through participation. However, the actor, “we,” is actively responsible for the activity “appointed.” 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 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.

*“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.”*

The strategy used is shown in italics in the actor “we” is activated through the adjective “happy.” This strategy is realized through participation. 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.

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

The strategy 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.

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

The strategy is shown in bold, “they were pressured.” This strategy is realized through the participant. There the actor who is Gymnastics Ireland is said to be pressured to apologize. Gymnastics Ireland, which continues to be pressured, finally seems forced to apologize to the Black Girl’s family.

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

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.

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

The author activates the social actor “they” with the verb “blamed.” This strategy is realized through participation. 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.

*“They tried to cover up like it didn’t happen,” the girl’s father said.”*

The strategy 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.

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

“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.

*“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.”*

The strategy 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.

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.

*“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 strategy is 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.

*“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 strategy is shown in “told.” 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. 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 support video from Simone Bile.

*“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.**”*

The strategy 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.

Moreover, the author used another strategy shown in bold, “they finally have.” This strategy is realized through the participant. In this context, “they” which refers to Gymnastics Ireland, finally deal with the alleged racist incident.

### Passivation

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

The strategy 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.

### Assimilation

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

The 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.

*“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 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.

*“**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 strategy is shown in italics “the sport’s ruling body” which 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.

### Nomination

*"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 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. 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.

### Categorization

*"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 strategy is 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.

### Functionalization

*"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 this datum, the strategy 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.

*"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."*

In this datum, the strategy used is in the type of functionalization. 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.

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

In the datum above, the strategy used is 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.

### Identification

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

In the datum, 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. 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.

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

In the datum, the strategy used is physical 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. This strategy was used since within the line of children that were awarded the medals, this girl is the only black girl in there.

“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 strategy used is shown in the noun phrase written in bold that reads “the family.” Here, the strategy used is relational identification as the author represents her regarding her personal relationship. 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.

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

In the datum, the 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 refers to her as their daughter while defending her due to the medal incident.

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

In this datum, 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.

“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 this datum, the author identifies the actor as what they are. 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.

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

In the datum above, the strategy 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.

*"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 the only child among other gymnasts, lining up and waiting for his turn to win a medal at a sporting event.

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

In the datum above, the strategy 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.

*"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."*

In the datum above, the strategy is 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 other strategy is 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.

### Impersonalization

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

In the datum, 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.

The research findings in the form of research data are further discussed or critically interpreted with particular relevant theoretical approach. The presentation of tables, images, etc, can be used to support the data. Captions for table is written above it with sequenced numbering so that it can be easily referred to, though not put under the pointing sentence/ paragraph. Line (border) to the table is made minimalist by eliminating the vertical lines and leaving horizontal lines deemed necessary. Captions for images are placed below the picture, also with providing sequenced numbering. One page only accommodates a table or an image with a maximum of two-thirds the size of the page (size adjusted as efficiently as possible).

### **Discussion**

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.

## CONCLUSION & SUGGESTION

Based on findings and discussions, the researcher found that BBC News uses both inclusion and exclusion strategies to represent social actors. However, 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. 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.

Furthermore, 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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