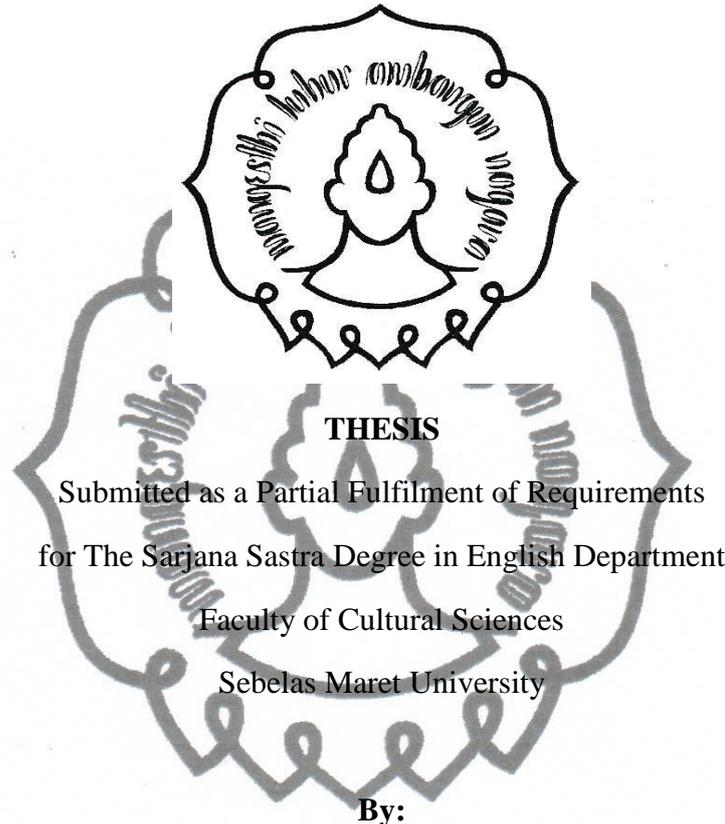


**WOMEN REPRESENTATION IN THE NEWS OF
UBER'S CEO CANDIDATES**

(A Critical Discourse Analysis Approach)



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FACULTY OF CULTURAL SCIENCES
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SURAKARTA

2019

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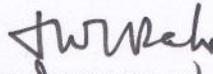
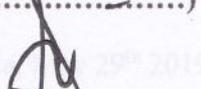
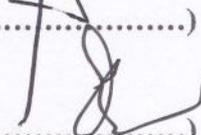
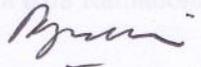
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Accepted and Approved by The Board of Examiners

Faculty of Cultural Sciences

Sebelas Maret University

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PRONOUNCEMENT

Name : Melsiana Shera Rita Ramadona

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I state this pronouncement truthfully that this thesis entitled "*Women Representation in the News of Uber's CEO Candidates (A Critical Discourse Analysis Approach)*" is originally written by myself, as the researcher. The previous works which are related to this thesis are all written in the form of quotations and included in the bibliography. If later, this pronouncement is proved incorrect, I as the researcher am ready to take responsibility, including the withdrawal of my degree.

Surakarta, May 29th 2019

Melsiana Shera Rita Ramadona

MOTTO

“Be someone who is like a pine tree that is loved every moment of four seasons.”

- 채형원



- 유기현

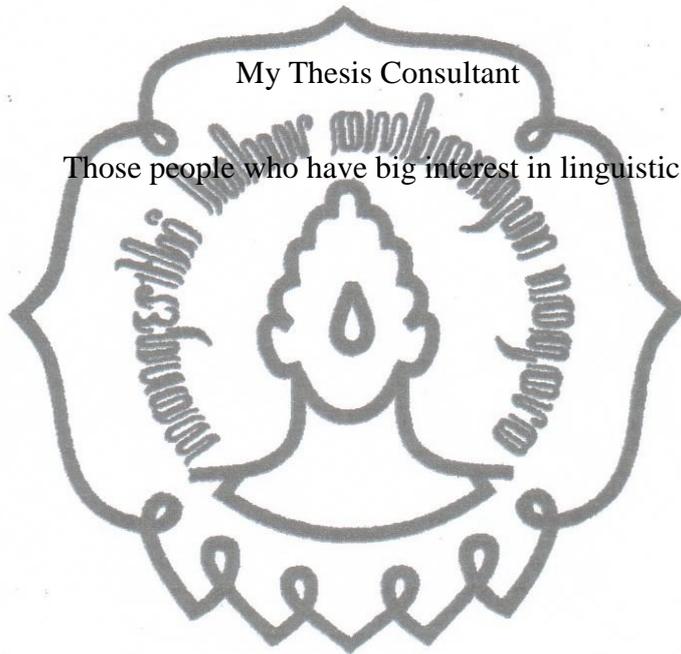
DEDICATION

I sincerely dedicate this thesis to...

My mother and my brother

My Thesis Consultant

Those people who have big interest in linguistics



ACKNOWLEDGMENT

Alhamdulillah, all praises and gratitude are for the Almighty, Allah, for blessing me in accomplishing this thesis entitled “Women Representation in the News of Uber’s CEO Candidates (A Critical Discourse Analysis Approach)”. This thesis will never be finished without His mercy.

This part is especially dedicated to these inspiring people of my life who always encourage me in finishing this thesis. Here, I would like to express my gratitude and appreciation to all of their contribution for this masterpiece:

1. Prof. Dr. Wartyo, M.Hum. as the Dean of Faculty of Cultural Sciences for giving the approval for this thesis.
2. Drs. Agus Hari Wibowo, M.A., Ph.D. as the Head of English Department and my academic supervisor. Thank you for the assistance and guidance during my study.
3. Dra. Diah Kristina, M.A., Ph.D., my thesis consultant. Thank you for the guidance and suggestions along the process of writing this thesis.
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5. All of the lecturers of English Department, for the valuable knowledge, the wonderful and massive experiences that they have shared to me.

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6. My mom and my older brother, thank you so much for the endless love, support, faith and prayers.
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10. The last but not least, for 채형원, thank you for being a source of my happiness.

Finally, even though this thesis is far from perfection, I hope this thesis can give benefits for people who are interested in this study, which has correlation with Critical Discourse Analysis, especially about feminist stylistics approach by Sara Mills.

Surakarta, May 29th 2019

Melsiana Shera Rita Ramadona

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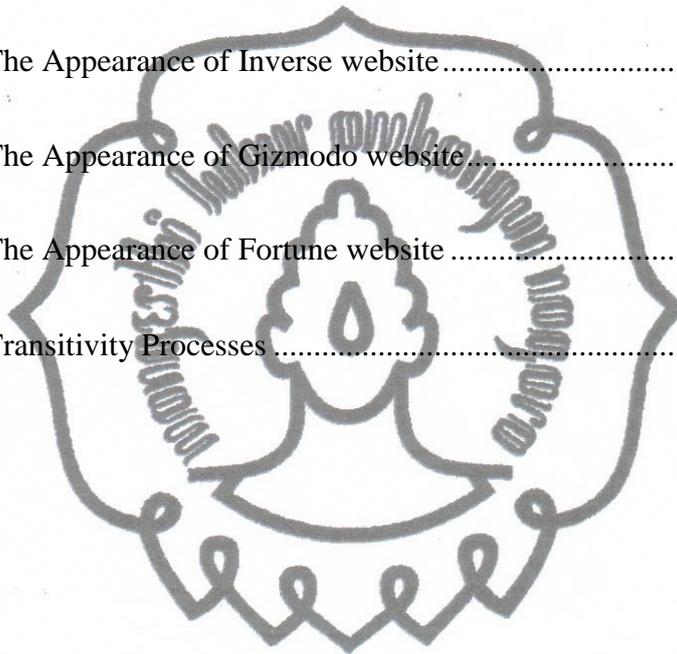


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LIST OF ABBREVIATIONS

1. Ch : Character/Roles
2. DM : Daily Mail
3. Fo : Fortune
4. GFL : Gender Free Language
5. Gi : Gizmodo
6. IN : Inverse
7. LD : Linguistic Determinism
8. LoD : Level of Discourse
9. LoP : Level of Phrase/ Sentence
10. LoW : Level of Word
11. M : Men
12. M : Metaphor
13. O : Object
14. P&I : Pressuposition and Inference
15. S : Subject
16. TC : Transitivity Choices
17. W : Women
18. WaO : Women as Object
19. WaS : Women as Subject
20. WP : Washington Post

ABSTRACT

Melsiana Shera Rita Ramadona, 2019. *Women Representation in the News of Uber's CEO Candidates (A Critical Discourse Analysis Approach)*. Thesis: English Department of Faculty of Cultural Sciences. Sebelas Maret University.

This research focuses on the representation of women in the news about the absence of women in Uber's CEO Candidates from the perspective of feminist stylistics by Sara Mills (1998). Five news texts from five different websites, published during August 2017 were analyzed, they are Washington Post, Daily Mail, Inverse, Gizmodo, and Fortune. The method used in this research is qualitative research method with the approach of critical discourse analysis of Sara Mills. By applying three levels of analysis which is analysis at the level of word, phrase/sentence, and discourse, this research aims to analyze how women are represented in the online news of Uber's CEO candidates and to discover the reason why women are represented the way they are. The findings revealed that women remain underrepresented in news media. It is proved by the dominance of women as object in the stories. Moreover, women are represented as "glass cliff position", minority and a way to recreate good image in the company. The gender stereotypes, the background story of Uber, the male-dominated industries, and the prevalent condition became the reasons why women represented that way.

Keywords: critical discourse analysis, news, representation, women