

CHAPTER II

REVIEW OF THE RELATED LITERATURE

This chapter describes review of the related literature which is based on applicable theories. Based on the background in the first chapter, the writer uses theory of Stereotype and Discrimination to resolution the problems in this analysis.

The theory is explained below:

2.1 Background of Stereotypes

The people often unconsciously equate a person with others people due to differences of group or culture. This is done based on a perception of group rooted continuously.

Stereotypes is to generalize because little information, assumptions forming, and judgments about people or object based on member in a group. Stereotypes are negative. People consider many more negative than positive. Stereotypes is group belief, there is a relationship between perception and reality. Stereotypes lead to selective perception about people and everything around us. Basically, stereotypes are part of the study of person perception. Nelson (2009:27) stated that stereotypes represent the trait that we view as characteristic of social groups, or individual members of those groups, and particularly those that differentiate groups from each other. It means group have attribute as characteristic of particular individual or group and it is used to distinguish one group and other group. In addition, according to Lippmann (1992) in Hinton (1996: 8) views stereotypes are simplified pictures in our

head of the people and events in the world. Then, he argued that our actions are not based on a direct knowledge of the real world because the real environment is altogether too big, too complex, and too fleeting for direct acquaintance. It means the pictures of environment including the people and events, and the people's actions do not arise from a direct and certain knowledge of these people and events, but based on the simplify pictures.

Stereotypes come to mind quickly when we think about groups. Generally, stereotypes do not have an obvious source; it is stories from group or come from stories of hereditary as reference about individual, group, culture, nation or religion. Stereotypes are inaccurate, untrue, and based on little or no evidence (Schneider, 2014:18). In addition, Katz and Braly (1993) in Hinton (2000: 26) assumed stereotypes is an inaccurate judgment and so the use of stereotypes is a failing to think correctly, particularly as the contents of many stereotypes are derogatory, such as lazy or unintelligent. It can be strength by Hinton (*Ibid*) in his book entitled stereotypes, cognition and culture that stereotypes has been viewed as inaccurate as it assumes all group members to be similar and ignores the variation between group members. Based on the statement above, it is clear that stereotypes is only an assumption against other group without get true evidence and rejected another group. Thus, all form of stereotypes is not necessarily true like the whites consider that blacks are lazy and ignorant (Macrae, C., Sitangor, Hewstone (1996: 3). Stereotypes appear in people who do not know the real people or other groups. Many people who

consider the stereotypes as an excuse to leave the group because people does not care about the differences of others.

Stereotypes arise due to several factors, among others, physical different and social learning (Macrae, C., Charles & Miles, 2000: 79). The first, people have perception that generalization about other people to distinguishable individual differences based on their characteristic physical are inherent. For example, blacks member are seen to spread diseases through black's skin color. In addition, some groups are stereotypes strictly on the basis of their appearance, as do men and women, the elderly and the young, attractive people, obese people, short people, red heads (*ibid*). Then, Hinton (2002: 5) point out that we notice the physical features of passers-by, such as the color of their skin, age or gender, the clothes people wear and their style of hair are all to be seen. Based on the statement above, people have assumption and ignore other people because characteristic physical and appearance is different from them. It can be strengthened about specific physical black people and whites that many prominent whites in Europe and United states held stereotypes black people as mentally inferior, physically, culturally unevolved and apelike in appearance (Ariel, 1867; Burmeister, 1853; Haeckel, 187; Hunt, 1863; Lawrence, 1819; parker, 1878; Vogt, 1864; White, 1799 in Plous and Tyrone, 1995:795). In other word, according to the Encyclopaedia Britannica in Plous & Tyrone (1995:795-796) feature of black people are (a) the abnormal length of the arm, which in the erect position sometimes reaches the knee pan; (b) weight of brain as indicating cranial capacity 35 ounces (highest gorilla 20, average European 45); (c) short flat

snub nose; (d) thick protruding lips; (e) exceedingly thick cranium; (f) short, black hair, eccentrically elliptical or almost flat in section, and distinctly wooly; and (g) thick epidermis, Blacks have thicker skin and thicker skulls than whites.

The second aspect is social learning. It means the individual gets knowledge or information about people or events in the world from parents, peers, teachers, political, religious leaders and the mass media. The information is learned, transmitted and changes through indirect sources. According to Macrae, C., Charles, & Miles (1996: 61) explains parents are the first and most potent source of a child's information about other social groups, but peers and other members of the contact community are also powerful sources. Stereotypes are learned by observation, imitation, listening to disparaging group labels or derogatory jokes that elicit approving laughter, abiding by family against playing with those other children. The knowledge is well learned by children. By age five years, most children have begun to develop clear-cut racial attitudes (Goodman, 1952; Rosenfield & Stephan, 1981 in *Ibid*) and young children's ideas about racial groups are highly similar to those of their parents and friends (Epstein & Komorita, 1966; Patchen, Davidson, Hofmann, & Brown, 1977; Stephan & Rosenfield, 1978) in *Ibid*). In the other hand, except for family and friends, the media are probably the most powerful transmitters of stereotypes. The expression of group norms in art, literature, drama, and film both reflects and transmits the stereotypes (*Ibid*).

The differences exist within a particular group which can lead to stereotypes. Stereotypes can lead to scapegoating. It can bring social injustice for those

who are victims. Stereotypes usually occur toward black women. White people deemed that they are better than black women. White people consider that black women have low qualities. White feel superior position and black women as inferior position. Black women have pain experiences.

This theory is used to explain background of white people's stereotypes over black women as first statement of the problem in the previous study.

2.2 Racial Discrimination

All societies take note and give significance to the physical characteristics of others, such as skin color, hair texture and distinctive features. Race becomes socially significant when members of society divide people into groups based on the possession of these characteristics. Race is the concept of dividing people into group based on various sets of physical characteristics, such as bone structure and skin, hair, or eyes color. According Van den Berghe, 1967; Zuckerman, 1990 in Blank, R.M., Marilyn, D., & Contance, F.C. (2004: 26) stated race was used to distinguish populations in different areas on basis of differing physical characteristics that had developed over time, such as skin color, facial features, and other characteristics.

In America, there is substantial evidence of differential outcomes for different racial. The difference of races is primarily part can be effect discrimination based on skin color. The word of discrimination is from the Latin *discrimino*, it means to divide or separate (Schneider, 2004:28). If we hear the word discrimination, perhaps in our mind is portrayed as unfair treatment or make judgments and behavioral choices about people. Bausmeister and Eli J. (2010: 4) define that

discrimination as the differential treatment of individuals based on their membership in a particular group. Thus, racial discrimination is differential treatment on the basis of race that disadvantages a racial group (Blank, R.M., Marilyn, D., & Contance, F.C., 2004:39). Based on the statement above racial discrimination is treatment one less favourably toward other people or group because of their race. Racial discrimination can be done by individuals, groups, and organization.

America is one of countries that exist of racial discrimination. Racial discrimination toward black women arises when Africa America people arrival in United States become a slave of white people. White people consider that black women do not deserve right equal with their. The treatment causes discrimination toward black women. The white people are holding power and majority group, whereas black women as minority group which do not have power at all. It makes black women as people who have a lower level than whites. Racial discrimination toward black women gets more attention because their physical is very striking and different. Black women were often forgotten and ignored in society. White people deemed that black women is unfitting speak up on public stage. People considered that white people has good personalities, good position and status in public.

According Hill 1967; Walvin 1973; File and Power 1981 in Crumpton (2010:7) define:

The Africa's physical appearance, in term of skin color, hair texture, flat nose, and fleshy lips, was likened to that of apes....described such as filthy, unclean, smelly, wickedness, stupidity, ignorance...

Based on the statement above that black women has differing qualities, they has uneducated, unkind manner, dirty and ugly. Almost all Africa were slave (Coombs, 1972:32) and considered get lowest status. The problem makes black women feels suffer, depress, and oppressed by white people. Besides, it lead an obsession that white people is superior race.

There are many ways in which people can discriminate. During the 1990's, there are the segregations in United States. Segregation is a touchstone issue in Africa American history. Segregation is still serious consequences for minorities. The concept of segregation is very well known that is Jim Crow laws. According Phibbs (2009: 5) explained Jim Crow Laws maintained a racial caste system, which assumed that whites were superior to blacks in intelligence, morality, and civilized behavior. Jim Crow are laws arise to try, create and maintain the status quo that status separate on the basis of equal accommodation for Africa-America. Jim Crow as more than historical backdrop and Jim Crow segregation became the nation's wallpaper and eventually that last citizens with direct experiences of being slaves passed away. It is designed to keep whites and blacks as separate as possible in public spaces such as schools, modes of transport, and accommodation facilities... (Charlisle, R.P., J. Geoffrey, G. (2008: 190). The color of a person's skin determined much in life. In the South people were separated by race before they were born. They born in segregated in hospitals and buried in segregated cemeteries. In between birth and death, black children were excluded from libraries, parks, and pools and were not allowed school with white children. White nurses were not

allowed to care for black patients (Phibbs, 2009:2). It is also strengthened with this theory:

The black were either excluded from railway cars, omnibuses, stagecoaches, and steamboats or assigned to special “ Jim Crow” sections; the black sat, when permitted, in secluded and remote corners of theaters and lecture halls; they could not enter most hotels, restaurants, and resort, except as servants; they pray in Negro pews in the white churches. Moreover, they were often educated in segregated schools, punished in segregated prisons, nursed in segregated hospitals, and buried in segregated cemeteries (Litwack,1970 in Salvatore, 2009:11)

On the other hand, from the U.S Supreme Court’s Brown v. Board of education decision declaring segregation in public education unconstitutional., the demand for an end to legal segregation and discrimination in voting, housing, educations, employment, public accommodations was dominant social and political issue facing the American population (Collier, B., & Thomas, V.P, 2001:2)

Based on the statement there is segregation toward black women in South America and they get different access such as have to use public transportations, accommodations, hospitals, churches, schools, restaurant, cemetery, and prisons are different from white people.

Firstly, Jim Crow affects the right to vote and segregation in public transportation, but in the end the separation occurs in all aspects such as public facilities. Black women were legally required to attend separate schools and churches, use public bathrooms marked “for colored only”, eat in a separate section of a restaurant, and sit in the rear of a bus (Hansan, J.E. 2011). On the other hand, Negroes generally could not enter hotels and restaurants, and some locations faced

discrimination in public conveyances. Black could enter public grounds and gardens only during certain hours or were restricted all together (Salvatore, 2009:7). From the statement above explain that black women have experience of separation in all aspect such as public transportation, housing, churches, hotels, restaurants, school, and bathroom.

Black women were the segregation laws enforced on the public bus system. The bus drivers were given policeman like authority to determine where racial divisions were enforced. “Blacks had to pay their designated seats in the bus, then get off and reboard through the rear door for their designated seats in the back of the bus (Phibbs, 2009: 4). Some drivers would slam on their brakes to knock the standing passengers off balance or use guns to order black passengers off the bus for not having the correct change for the rate. Windows were opened on cold days to make riders uncomfortable. Once a driver closed the back door on a black women and drove off with her arm stuck in the door (*Ibid*). The treatment do by bus drivers that black pay full fare and enter vehicles by the back door (Salvatore, 2009:37).

This theory is used to explain discrimination treatment white people’s over black women as question research in previous study based on Jim Crow Law.

2.3 Representation of Black Women

Representation is a central role in the understanding of literature. Representation can be the depiction or description of anything. Plato and Aristotle regarded literature as simply on form of representation (Lentricchia, F., Thomas, 1995:11). Representation began with early literary theory in ideas of Plato and

Aristotle and has evolved into a significant component of language (O'Shaughnessy & Stadler: 2005). Language is as operate representational system. In language, we use signs and symbols whether they are sounds, written words, electronically produced images, musical notes (Hall, 1997:1). It means representation always needs some medium to express thoughts, idea or any information and some of them are signs, symbols and words. The representation has been the foundational concept in aesthetics (art) and semiotic (signs). Aristotle defined each mode of representation is verbal, visual or musical as being natural to human being (Lentricchia, F., Thomas, 1995:11).

The theory of representation has to come to occupy a new and important place in the study of culture. Representation correlates meaning and language to culture. According Hall (1997:16) representation means using language to say something meaningful about things or to present the world meaningfully to other people. Based on the statement above that representation is a central part to present meaning of things to other people in order other people are able to understand through language, signs and image.

There are three concepts to approaches of representation to explain how representation of meaning through language works. The first concept is *reflective approach*, meaning is located in the object, person, idea or event in the real world, and language functions like a mirror, to reveal the true meaning as it already exist in the world. The second concept is *intentional approach*. This concept is the opposite case. It holds by speaker, the author who imposes his or her unique meaning on the

world through language. This concept is meaning that emphasizes the intent of the speaker. It means we as individuals do use language to convey or communicate things which are special or unique to us, to our way of seeing the world. The third concept is *constructionist approach*. This third approach recognizes this public, social character of language. It acknowledges that neither things in themselves nor the individual users of language can fix meaning in language. Things do not mean: we construct meaning, using representational systems-concepts and signs. The constructionist is called constructivist approach to meaning in language. According to this approach, we must not confuse the material world where things and people exist and symbolic practices and processes through which representation, meaning and language operate (*Ibid*: 24-25). The constructionist approach is the most popular approach and it helps us understand the cultural power of media by helping us understand the images we are seeing and how the meanings of objects are social constructions and do not have fixed meaning.

The representation theory has function to represent meaning. The meanings are representing through signifying practice sign and symbol. The three of approaches describe how representation of meaning through language works, including reflective approach, intentional approach, and constructionist approach. Based on Hall theory of representation, the analysis uses reflective approach because the writer represents the history of black women in 1960s in Jackson, Mississippi. The history of black women can explain in following:

Black women have played a vital role in the America's history. Black women have different position within power between white women. The American women, irrespective of their education, economic status, or racial identification, have undergone years of sexist and racist socialization. The form of women being classed as an oppressed group under affirmative action programs further perpetuating the myth that the social status of all women in America in the same (Hooks, 1982:121). In America, the social status of black and white women has never been the same. In 19th and early 20th century America, black women as victims of racism black women were subjected to oppressions no white woman was forced to endure (Hooks, 1982:123). Black women's organizations which at one time had concentrated on social services like child care, homes for working women and help for prostitutes (Hooks, 1982:176). The experience of black women does not enter the parameters of parallelism. In fact, black women are subject to simultaneous oppression of patriarchy, class, and race is the prime reason for not employing parallels that render their position and experience not only marginal but also invisible.

Black women could not join to fight for women's rights because we did not see womanhood as an important aspect of our identity. Black people have interpreted white employment of black women in domestic service jobs while refusing to provide jobs for black men as an indication that they favored black women over black men, such as thinking ignores the obvious fact that domestic service jobs (maid, housekeepers, washerwomen) (Hooks, 1982:91). Black women were too weak

to perform her share of manual labor; she was innately the physical inferior to man (Hooks, 1982:160).

2.4 Previous Study

In accomplishing and finishing this research, the researcher reviews people's studies. There are three previous studies related with this research and the researcher has taken them as references. The first is from Quratul Aeni's study (2009). She is from The State Islamic University (UIN) Maulana Malik Ibrahim Malang. The title of her study is *Racial Discrimination reflected in Edward P. Jones' The Known World*. The second study is from Yosi Indah Yuni (2008), she is from Faculty of Letters – English Department University of North Sumatra Medan. The title of her study is *The Analysis of Racial Discrimination in Richard Wright's Native Son*. While, the last study is from Maya Danastri Suastifa (2011), she is from Faculty of Letters and Humanities, State Islamic University of Syarif Hidayatullah, Jakarta. The title of her study is *The Representation of Racial Discrimination in The Help novel by Kathryn Stockett*.

In Aeni's study, her research uses sociological approach. The approach was used to explain social condition of Virginia in the last of 19th century included slave trade, black slave holder, and slave robbing as the beginning of civil war. Racial discrimination happens in social issues, politic, and education, and the causes of racial discrimination. In addition, in Yuni's study, she uses intrinsic and extrinsic approach to prioritize analysis figures and social conditions. She describes a black man become victim of racial discrimination in America. In addition, she mentions

the segregation happens in daily life, such as eating in a restaurant, drinking fountain, using a rest room, attending school and going to the movie. In Maya's study, she also discusses about racial discrimination toward black people in all aspect.

This research of the analysis of racial discrimination based on the Jim Crow Laws in America in *The Help* is written by Kathryn Stockett which has similarity with those three previous studies in the way of analyzing racial discrimination. In addition, there is also difference. Obviously, the country is same that was taken in America but, this research especially in Jackson, Mississippi. The form of data is same, that is in the form of sentences about racial discrimination in novel but in this research discusses about background of whites' stereotypes toward black women that caused white people do discrimination toward black women in their daily life. In addition, this analysis discusses about racial discrimination happens in housing, public transportation, hospital, library, education and bathroom, but only focuses in black women. While, the previous studies the data focuses in black man and black people.