



Reflection of Anti-Racist Protests on Social Media: The Case of Barack Obama

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Abstract: *Media, economy, politics and social events play a direct role in the transformation of a regionally occurring event into a global event. Accordingly, Twitter plays an effective role in changing and transforming events. The murder of George Floyd in Minnesota on May 25, 2020; The impact of anti-racist rhetoric and protests in the context of media, economy and politics have been discussed. The tweets of former US political leader on Twitter between May 25 and June 25 were analyzed within the framework of the critical discourse analysis method. The first tweet on the events occurred on 29 May 2020 and the last tweet occurred on 16 June 2020. Ten tweets about anti-racism and protests were shared between these dates. As a result of, the former president of the US has used a positive and encouraging language. It was determined that young people in protests raised their voices against injustice.*

Keywords: *Discourse analysis, Twitter, Racism, Barack Obama, Protest*

Introduction

Media, economy and politics, which have become an integral part of the social structure, make its presence felt increasingly in every field and every day. Depending on the structure of the modern period, it is possible to say that the media, economy and politics are more involved in each other's fields with the effect of developments in technology.¹ In addition to this, in today's world where progress is not slowing down, change occurring in an area can affect other factors in the shortest way. Therefore, media, economy and politics, which are tightly linked to each other and affect each other, can form an integrity.²

At the center of media, economy and politics; There are some changes regarding the

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1 Martin Luginbühl, "15. Massenmedien als Handlungsfeld II: audiovisuelle Medien", *Handbuch Sprache in Politik und Gesellschaft*, ed., Kersten Sven Roth, Martin Wengeler and Alexander Ziem, Berlin: De Gruyter, 2017, p.334.

2 Fulya Şen and Zakir Aşar, "Türkiye'de Neoliberal Politikaların Haber Medyasına Yansımaları: Anaakım Medyanın Ekonomi Haberleri Üzerine Bir İnceleme", *İletişim Kuram ve Araştırma Dergisi*, 35 (2012), p.43.

use of control over the production and distribution mechanism or how the public sphere is liberated. Especially at the international level, media-communication, economy and politics can be institutionalized to a certain extent.³ It is argued that the control over the formation and distribution of ideas constitutes the ideological dominance of those who incorporate the means of production. Hence, while economy, politics and media form a whole, it focuses on the media. Thus, increasing the speed of the media's transformation into institutionalism, especially large companies, brings concerns.⁴

According to Ridout, political leaders show an effective performance in creating a positive perception of the economy, which is a strong element, generally under adverse economic conditions.⁵ Political leaders can choose a continuous affirmative communication style related to economy due to their managerial character. In the formation of economic conditions, the effect of political leaders is not direct, but indirect. The optimism of the political leaders can affect the approval of the economy, as it affects the news approval in the media. Especially, with the emergence of important developments in recent years, the shifting of the political interests of the people, the power and influence of the media, these developments have rapidly spread among people. Correspondingly, it has shown its influence in the field of economy seriously. On May 25, 2020, in Minnesota, George Floyd, who was handcuffed and his neck tightened so that he could not breathe, by a white police officer, although he was not in custody, died after saying the word I can't breathe, which later became a phenomenon. The George Floyd incident, who is African-American, was met with reactions in America and many countries around the world, as well as caused a significant protest and this has brought economic problems with it. In America, where the impact of the incident was serious, political leaders have been the subject of various media reports, with discourses against racism and the problems that have caused the course of the economy to change.⁶

During the protest process that took place after the death of the African-American George Floyd, the tweets of former political leader Barack Obama on his official Twitter account between May 29 and June 29 regarding the death of George Floyd and the protests will be analyzed through discourse analysis method. Research; limited to a literature review on media, politics, economics and George Floyd. Present study; It is important to consider the protests about racism in the axis of media, politics and economy from the perspective of political discourse.

Media, Discrimination and Politics

In person or group encounters, discrimination that includes feelings of inequality

3Christian Fuchs, "Die Kritik der Politischen Ökonomie der Medien/Kommunikation: ein Hochaktueller Ansatz", *Publizistik*, 62/3 (2017).

4 George Ogola, "The Political Economy of the Media in Kenya: From Kenyatta's Nation-Building Press to Kibaki's Local-Language Fm Radio", *Africa Today*, 57/3 (2011), p.78.

5 Travis N. Ridout, *New Directions In Media And Politics*, Routledge, 2018, p.1.

6 Audrey Osler and Christian Stokke, "Human Rights Education, Covid19 and the Politics of Hope", *Human Rights Education Review*, 3/1 (2020), p.2.

and hostility can be described as the experienced behavior style.⁷ Discrimination, which dates back to ancient times, is nourished by people's different skin colors, different belief systems, and different opinions and ideas. Discrimination is not only limited to opinion or skin color, but also manifests itself economically. According to Ferraro, & Cummins, it has always been observed from past to present that there are differences in the field of economy between ethnic classes.⁸ The effects of the media on the processes of discrimination and sensitivity against groups or individuals from different social segments of society are indisputable.⁹

In this direction, it can be said that discrimination has spread to a wider area through the media. Individuals or groups exposed to ethnic symbols used in the media are directed to create negative social images.¹⁰

Discrimination is a phenomenon that people learn afterwards, which is not inherent. At the same time, discrimination can be learned through public discourse. The media also has a socio-political role in this regard. As stereotypes, which have a negative effect, are brought to the agenda by the media organs, the existing prejudices gain strength. This gaining power turns into discrimination and manifests itself in every field of society. Thus, stereotypical judgments and media effects constitute the focal point of academic research.¹¹

According to Wieworka, he argues that localized discrimination at the institutional level, ignoring the desires of individuals and discrimination awareness do not lead to perception as undesirable.¹² According to him, in practice, institutional discrimination is never visible to those who benefit from it. His potential is to explore the issue, to diversify the types of invisible barriers and exclusion, to address the problems of racism and discrimination in the media, and to take initiatives to deal with them. Gomolla¹³, in research, media texts, political activities and education, marginalizing people with gender, race or disabilities is discrimination, and practices that are considered discriminatory are generally considered as a kind of accident. This sectoral discrimination is associated with the concept of institutional racism, has been systematically applied to politics, media, healthcare and real estate markets and has changed theoretically.¹⁴ It has evolved into a more comprehensive notion of insti-

7 Ahu Alanya et al., "Close Encounters: Minority and Majority Perceptions of Discrimination and Intergroup Relations in Antwerp, Belgium", *International Migration Review*, 51/1 (2017), p.2.

8 Paul J. Ferraro and Ronald G. Cummings, "Cultural Diversity, Discrimination, and Economic Outcomes: An Experimental Analysis", *Economic Inquiry*, 45/2 (2007), p.217.

9 Georg Ruhrmann and Denise Sommer, "Vorurteile und Diskriminierung in den Medien", *Diskriminierung und Toleranz*, eds., Andreas Beelmann and Kai J. Jonas, VS Verlag für Sozialwissenschaften, 2009, p.419.

10 David S. Sizemore and Wesley T. Milner, "Hispanic Media Use and Perceptions of Discrimination: Reconsidering Ethnicity, Politics, and Socioeconomics", *The Sociological Quarterly*, 45/4 (2004), p.765.

11 Haci H. Uslucan and Cem S. Yalcin, "C. S. Wechselwirkung zwischen diskriminierung und integration-Analyse bestehender forschungsstände", *Expertise des Zentrums für Türkeistudien und Integrationsforschung (ZfTI) im Auftrag der Antidiskriminierungsstelle des Bundes*, 2012, p.18, Abrufbar unter: <http://www.Antidiskriminierungsstelle>.

12 Michel Wieworka, *The Arena of Racism*, London: Sage Publications Ltd, 1995.

13 Mechtilde Gomolla, "Institutionelle Diskriminierung: Neue Zugänge zu einem alten Problem", *Diskriminierung*, eds., Ulrike Hormel and Albert Scherr, Wiesbaden: VS Verlag für Sozialwissenschaften, 2010.

14 Fang Gong, Jun Xu and David T. Takeuchi, "Racial and Ethnic Differences in Perceptions of Everyday

tutional discrimination with discrimination models based on gender, age, disabled individuals and socioeconomic grounds. Ultimately, public institutions were also included in the process to arrange the system for destructive social conflicts between ethnic groups between the 1960s and 1970s and use it in official policies. It is possible to say that within a certain boundary (state or nation-state) the policies regarding the administration of the colonized society inwardly affect the lives of groups and continue to influence. Development ideologies influence academic projects as well as political projects and this naturally reflects on the creation of mass media and the economy.¹⁵

Related Works

When the literature on the use of social media by political leaders was examined, it was found that academic research was conducted on the subject. As this research constitutes the use of social media by political leaders, some of the previous studies are as follows:¹⁶ In this work, he/she examined the communication of US President Barack Obama, Israeli Prime Minister Benjamin Netanyahu and UK Prime Minister David Cameron via Twitter, a social media application. In this study, in which statistical descriptive analysis and content analysis were used together, the tweets between August and October 2010 were discussed. As a result of the research, it was concluded that President Barack Obama shared more tweets than the other two leaders.

In the other work, they examined the use of microblogging Twitter by Australian political leaders. As a result of the research, they determined that some politicians use their social media accounts more effectively. According to the findings, it has concluded that active use of Twitter benefits to the politicians.¹⁷

Another work in the literature, he/she (investigates the effect of Twitter usage of political leaders on the election results during the election campaign. Tried to explain this relationship through the 2010 Dutch elections and the rate of votes received by politicians. The results show that the effective use of Twitter accounts by politicians from social media tools positively affects the election results.¹⁸

In this study, in the 2015 general elections, the social network usage of political party leaders was analyzed through content analysis method. It has been determined that political party leaders benefit from the interaction features of microblog Twitter at different rates. The success of the use of social networks is effective on the political election campaign, accordingly, the use of social media affects the election results.¹⁹

Discrimination”, *Sociology of Race and Ethnicity*, 3/4 (2016), p.1.

15 Juan F. Salazar and Jennifer Gauthier, *Global Indigenous Media: Cultures, Poetics, and Politics*, Duke University Press, 2008, p.14.

16 Noa Aharony, “Twitter Use by Three Political Leaders: An Exploratory Analysis”, *Online Information Review*, 36/4 (2012), p.587–603.

17 Will J. Grant, Brenda Moon and Janie B. Grant, “Digital Dialogue? Australian Politicians’ Use of the Social Network Tool Twitter”, *Australian Journal of Political Science*, 45/4 (2010), p.579–604.

18 Sanne Kruikemeier, “How Political Candidates Use Twitter and the Impact on Votes”, *Computers in Human Behavior*, 34 (2014), p.131–139.

19 Neslihan Ölçer, “1 Kasım 2015 Genel Seçimleri Örneğinde Siyasi Parti Liderlerinin Twitter Kullanım

In the other work investigated, in the general election on June 7, 2015, the Twitter shares of the leaders of the parties that passed the threshold were analyzed according to the reporting detection method. As a result of the research, it was determined that, apart from the speeches in the election process, there are few metaphorical expressions that do not contain offensive words.²⁰

In this last work, the Twitter account of MHP leader Devlet Bahçeli, AKP leader Ahmet Davutoğlu and CHP leader Kemal Kılıçdaroğlu was investigated by content analysis method. According to the results of the analysis of the official Twitter accounts of the political leaders and their party accounts, which are considered as indicators of political communication efforts of political leaders and discussed in the context of their follow-up relationship on social media, it has been determined that the charismatic leader identity has priority over the party image and reputation.²¹

Political Leaders and Discourse Analysis in Social Media

Politicians also take their place in the social media scene in order to maintain communication with their target audience. They make statements on Twitter, a social network tool, at any time during the day regarding military, economic, political and social events. Upon the death of the African-American George Floyd, who was killed on May 25, 2020, the written tweets of US former President Barack Obama on the protests on his official Twitter account will be analyzed by Teun Van Dijk's discourse analysis method.

Discourse Analysis

It can be said that discourse analysis, one of the research methods, has made a significant progress in recent years. Academic studies conducted with this method can accommodate many academic disciplines. Considering the diversity of academic disciplines, it is normal to have semantic differences in discipline types that use discourse and discourse analysis methods.²² Says that discourses made up of signs are much more than stating something. In a nutshell, for linguists the term discourse is more than a sentence, not just a sentence. Because discourse analysis reveals the use of language. Critical theory representatives can examine racism discourses with discourse analysis method. At this point, the word discourse is non-linguistic social actions and intellectual assumptions that enable the formation of power or racism with an intense linguistics beyond numerical quality.²³

The basis of discourse analysis is the reshaping of ideologies within the communi-

Pratikleri”, *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, 4/2 (2016), p.748-780.

20 Aysad Güdekli, “Yeni Medyada Siyasal Söylem: 7 Haziran 2015 Milletvekili Genel Seçimi Sürecinde Siyasi Liderlerin Twitter Kullanımı”, *Celal Bayar Üniversitesi Sosyal Bilimler Dergisi*, 14/1 (2016), p.131-154.

21 Savaş Keskin and Mehmet F. Sönmez, “Liderler ve Takipçileri: Siyasi Parti Liderlerinin Twitter Performansları ve Takip İlişkisi”, *Selçuk İletişim*, 9/1 (2015), p.339-362.

22 Stephen J. Ball, *Foucault, Power, and Education*, Routledge, 2012, p.20.

23 Deborah Schiffrin, Deborah Tannen and Heidi E. Hamilton, *The Handbook of Discourse Analysis*, Oxford: Blackwell Publishers, 2005, p.1.

cation system with its well-known characteristics.²⁴ This communication system includes films, pictures and photographs as well as semiotic messages. Apparently, ideologies are also put into practice with many different forms of interaction and action, and its reproduction is often deepened by institutional and organizational relations. Therefore, ethnic speech can be included in cartoons as well as movies, but it can be said that racist ideas are institutionalized through media and ethnic political parties. Therewithal, discourse plays an important role in various types of reproduction and interaction, as a necessary field for the transparent, verbal expression method and effective communication of ideologically asserted ideas.²⁵

According to Van Dijk²⁶, ideological analyzes of syntactic sentence structures in academic research are similar. It has been observed intensively that sentence structures in addition to the word sequence mark an implicit semantic function that provides this similarity. This situation is related to grammar and the entry point of the text. The association made is the different expression of various syntactic structures of ideological views about the responsibility of effective or ineffective activities in a social way. Especially unpleasant characterizations directed at excluded groups can grow under the influence of their institutions that have obligations. Groups that are excluded by the influence of growth tend to be the subject of the sentence in the discourse. The same situation is encountered in supported activities. In contrast to this situation, the passive discourse of the actors of the inner group members who commit negative actions has no syntactic value and the roles of representatives can be completely hidden by unmediated passives or noun derivations.

The handling of syntactic expressions shows itself in detail in the headline of the news article. What's more, these parts constitute an important part of the news, as well as the section with the highest reading rate.²⁷ Syntacticness is equivalent to semantic significance.²⁸ The formation of this equivalence may be related to the mental activities of the actors. According to the discourse structures model, when the negative qualities of marginalized groups are in the foreground, sentence formation, word order and sub-sentence form are under the responsibility of the group supporter. All these items are affected in a way that emphasizes the syntactic method.²⁹ Apart from the sociological and linguistic studies that explain the relationship between ideology and syntactic, the social status of the spokesperson can be related to their level of education and the simplicity or difficulty of their sentences.³⁰ Perception levels of discourses formed by spokespersons or organizations may decrease

24 Reiner Keller, "Wissenssoziologische Diskursanalyse", *Handbuch Sozialwissenschaftliche Diskursanalyse*, ed., Reiner Keller, Andreas Hirsland, Werner Schneider and Willy Viehöver, Wiesbaden: VS Verlag für Sozialwissenschaften, 2001, p.113-143.

25 Teun A. Van Dijk, "Discourse Analysis as Ideology Analysis", *Language and Peace*, 10/47 (1995), p.17.

26 Van Dijk, "Discourse Analysis as Ideology Analysis", p.24.

27 Teun A. Van Dijk, "The Role of the Press in the Reproduction of Racism", *Migrations: Interdisciplinary Perspectives*, eds., Michi Messer, Renee Schroeder and Ruth Wodak, Vienna: Springer, 2012, p.22.

28 Ruth Wodak, "Discourse Analysis: Problems, Findings, Perspectives", *Text-Interdisciplinary Journal for the Study of Discourse*, 10/1-2 (1990), p.125.

29 Teun A. Van Dijk, and Walter Kintsch, *Strategies of Discourse Comprehension*, New York: Academic Press, 1983, p.75.

30 Van Dijk, "Discourse Analysis as Ideology Analysis", p.25

with socio-political contexts and socio-psychological factors. It can also control and integrate access to media texts, political contexts and passages, political speech texts or public discourse.³¹

According to Van Dijk, an ideological discourse in media texts can be addressed in macro and micro structure. Politically, the macro structure makes predictions. Given the role of discourse in politics, it makes promises or announcements about possible events. Classically, in political discourses, while references to the present time have a negative atmosphere, forward-looking discourses are also positive. Such discourse-making policies apply to the opposition position as well. In the opposition, while negative references are made to the present and the ongoing processes, references to the past are ambiguous.³²

According to the critical theory of discourse analysis of Van Dijk, the macro structure is limited. Macro structure is used to indicate general semantic concepts such as main idea and topic. That is, the general semantic elements in the macro structure are semantic tools in discourse. Discourse analysis in macro structure refers to the intangible and higher level stages of interpreting semantic information. According to semantic rules, it is necessary to associate sentence structures with macro level structures. To sum up, discourse and language use include various features in the macro structure. First of all, the researcher should start by summarizing the discourse. The summarization process is aimed at explaining the general or main theme content of the discourse. By this way, discourse and summary form the macro structure. Correspondingly, words that focus on a theme such as title-subtitle and result should be used with this technique.³³

In the text handled within the microstructural framework of critical discourse analysis; Sentence structure is examined in terms of idioms, sentences, the relationship of sentences and the processing of words. In other words, non-indirect and basic sentence structures are used in micro discourse analysis. The theoretical expressions used in these sentence structures constitute the order of sentences and sentences. The grammar of the paragraph composed of sentences integrates the unrestricted and pointed discourses and structures in the expression of abstract sentences. In order to understand the abstract structure, the underlying message of the discourse must first be grasped. Because while the text is theoretically occurring, observationism is in the foreground in discourse. As a rule, in order for a discourse to be accepted by the public, it should appeal to emotions and also show textual structures, on the other hand, there are exceptional cases where these conditions do not occur. In abstract grammatical reconstruction, it can be said that the concept of discourse is used, not text terms.³⁴

31 Ruth Wodak, "The Development and Forms of Racist Discourse in Austria Since 1989", *Language in a Changing Europe*, eds., David Graddol and Stephen Thomas, Clevedon: Multilingual Matters, 1994, p.5.

32 Teun A. Van Dijk, "What is Political Discourse Analysis?", *Belgian Journal of Linguistics*, 11/1 (1997), p.27.

33 Teun A. Van Dijk, *Macrostructures: An Interdisciplinary Study of Global Structures in Discourse, Interaction, and Cognition*, Hillsdale, N.J.: Lawrence Erlbaum Publ., 1980, p.10-13.

34 Van Dijk, *Macrostructures*, p.29.

As a result, there are grammar, consistency of relationships between sentences, and linear connectivity in the micro level of discourse analysis.

Barack Obama Official Twitter Account Discourse Analysis

In the research, the written content about George Floyd shared on the official Twitter account of Barack Obama, the former president of the United States of America, between May 29 and June 29, 2020, was analyzed by discourse analysis method. The tweet about George Floyd, who was killed on May 25, was first shared by Barack Obama on May 29, 2020. Shared tweets were analyzed at macro and micro level. While there are topics dealing with semantic and general order at the macro level, rhetoric, causality, word selection and finally, headings and subheadings are discussed at the micro level. The function of language, the formation of verbal interaction and discourse are handled at micro level. Managerial power, suppression, and indicators of inequality between classes are also examined at macro level.³⁵ In the first instance, the formal format of the shares, then the macro and micro analyzes were discussed. The tweets shared in the form of floods were analyzed as a single tweet.



Example 1. Obama's tweet on May 29, 2020

Table 1. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
May 29, 2020	1,9 Mn	522,6 K	41 K

Macro structure: A unifying discourse against discrimination has been used. He emphasizes that he is uncomfortable with the occurrence of racism incidents in the USA of 2020 and that racism should not be perceived as normal. Barack Obama shared the messages that the people around him conveyed to him rather than expressing his personal feelings about George Floyd's death. Obama, who included a message from his friend in his tweet, explains that today, people who do not care about anything reflect the inner face of the system and how the "neck knee" is metaphorized with the incident. He says that many citizens in America are subjected to racism, suffered

35 Teun A. Van Dijk, "Critical Discourse Analysis", *The Handbook of Discourse Analysis*, eds., Deborah Schiffrin, Deborah Tannen, and Heidi E. Hamilton, Oxford: Blackwell Publishers Ltd., 2001, p.354.

from it and experienced tragic events, ultimately all these events are perceived as normal. He states that the authorities there are responsible for ensuring justice in Minnesota. He also says that regardless of the rank and race of those who feel obliged to do their duties, this should be a sense of duty for Americans.

Micro structure: The words are used in a basic sense. It is possible to say that no metaphor is used. There is inter-sentence causality. Words shown in quotation marks are used for emphasis. It is possible to say that an active structure is used rather than a passive one. A simple language is preferred in the text without complexity. Even though a negative situation is mentioned, it is seen that an affirmative and encouraging language is used.



Example 2. Obama’s tweets on June 1, 2020

Table 2. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 1, 2020	868,5 K	174,1 K	16,7 K

Macro structure: He thinks that increasing protests across the country will accelerate the solution of inequality and justice. Among all these events, he mentions that young activists can bring the most appropriate strategies for the our age, and that it is necessary to learn from some events in the past. There is a distinction between those who resort to violence and those who do not. Those who do not resort to violence make up the quantitative majority that deserves dignity and love. He mentioned that

the choice should not be between politics and protest for real change to occur. He emphasizes that people who will mobilize innovations should be supported in the selection. At this point, there is a distinction between innovative and non-innovative in terms of choice. Obama emphasized that the activation of activist youth gives him hope and expressed the rightful anger of the discriminated masses, when it turns into a peaceful and sustainable action, real change can be achieved at that moment.

Micro structure: We see that the selected words are used in a literal and clear language. It is seen that there is a causal relationship between sentences and items. An effective sentence structure was used in the discourses. It has been observed that he shared encouraging and stimulating within the framework of a discourse emphasizing innovation.



Example 3. Obama's tweet on June 2, 2020

Table 3. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 2, 2020	672,1 K	164,9 K	14,3 K

Macro structure: He states that another way to stop the protests and violent incidents can be through elections and the important thing is to vote consciously. He argues that voting is an important activity not only for the political mechanism but also for the individual himself, and that this is the way to neutralize the advocates of racism. Within the sharing, there is a distinction between those who are exposed to racism and those who did racial segregation.

Micro structure: The words chosen are used in a basic sense. There is a simple sentence usage. There is causality between the sentences. There is no word or phrase to be emphasized in this tweet. Active sentence structure is available. It has been observed that he shared encouraging and stimulating within the framework of a discourse emphasizing innovation.



Example 4. Obama’s tweets on June 3, 2020

Table 4. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 3, 2020	58 K	12,4 K	1,4 K

Macro structure: He shares a report on the interaction between the police and protesters. The influence of a politician like Ferguson, who has been discriminated against by law enforcement officials on politics and voting rate, as well as the power to make change is recalled. In the protests about George Floyd’s death, he suggested reading Mike Mullan’s article on the attitude of the army while ensuring internal security and the role of observing social values. Throughout the tweet, he advised protesters and law enforcement to read news and articles containing class definitions such as black and white skin color.

Micro structure: The words are used in a basic sense. Non-complex, active sentences are used. There is no causal relationship between the sentences. The word phrases desired to be emphasized in the tweet are separated by hyphens. There is a motive discourse.



Example 5. Obama’s tweet on June 4, 2020
Table 5. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 4, 2020	89 K	17,2 K	2,2 K

Macro structure: Since 1962, he states that the mediation of the seminal ideas of one of the most important writers is a remnant of the anger and pain behind the protests.

Micro structure: The words are used in a basic sense. A simple active sentence is used. There is no causal relationship between sentences.



Example 6. Obama’s tweets on June 5, 2020

Table 6. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 5, 2020	246,8 K	42,8 K	8 K

Macro structure: He says that real change requires protest to emphasize a problem and politics to enforce practical redress and rules. He lists his recommendations to mayors for these policies. First of all, he says that it is necessary to make a reform movement that will prevent crime by building trust. Second, the mayors should review their use of power policies and promise to report on planned reforms. He says that in order for such practices to be a priority, mayors, county administrations and those in power positions are needed. Third, it states that every city in America should be like the @MBK_Alliance community. He states that this community is working to remove the barriers and increase the diversity of opportunities for the young men and children of the tribes in the country with 250 cities and districts.

Micro structure: The words are used in a basic sense. Active structured sentences were preferred. There are simple and clear expressions without any complexity. There is causality between the sentences. The Words to be emphasized are not included. Since sharing is a suggestion, there is an encouraging language.



Example 7. Obama's tweet on June 5, 2020

Table 7. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 5, 2020	281,8 K	44,7 K	15,2 K

Macro structure: He says that on the national armed violence awareness day, there is disproportionate use of force to black citizens. He mentioned the necessity for black citizens to vote and to talk about these issues during election periods in order to change this. He also mentioned that it is necessary to change the laws. In the content of the sharing, he indirectly states that black citizens are exposed to discrimination due to their skin color.

Micro structure: When the sentence structure is examined, it is possible to say that there is an effective structure. In addition, the words are used in a basic sense. Simple, plain and understandable expressions are included. When sharing is examined, it is

seen that there is a causality relationship between sentences. The word phrase that is desired to be highlighted is expressed by putting it in the foreground with a dash.



Example 8. Obama’s tweet on June 6, 2020

Table 8. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 6, 2020	125,7 K	20,8 K	4,2 K

Macro structure: Barack Obama emphasizes that black citizens are one heart against injustice in protests and calls for it is time to unite again to protect their mental health due to the negativities experienced It can be said that he indirectly refers to the distinction between black and white citizens.

Micro structure: A clear, understandable and uncomplicated discourse was preferred. There is no causal relationship between the sentences. An active structure away from passivity was preferred. The word phrase that is desired to be highlighted is expressed by putting it in the foreground with a dash.





Example 9. Obama's tweets on June 11, 2020

Table 9. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 11, 2020	44,8 K	6,2 K	1,2 K

Macro structure: He states that in the protests that increased after the death of George Floyd, young people assume leadership qualities and teach how to keep the pace of change that young people will achieve by organizing and mobilizing. He says that the group of young people bringing thousands of people together turned into a peaceful action. He states that young people also actively use social media channels to make their voices heard abroad. A young generation protesting, resisting injustice, arouses President Barack Obama's satisfaction about the future and stresses the need to support young people and vote for politicians to make legal regulations. In this flood, Barack Obama once again emphasized the need for support against youth protesting and the importance of political arrangements, as in his past tweets.

Micro structure: In the tweets, it is seen that the discourses are clear, simple and understandable. In addition to using an active language, the phrases to be emphasized are highlighted with dashes. When the sharing is analyzed, it is possible to say that there is a causality relationship.



Example 10. Obama’s tweets on June 16, 2020

Table 10. Numerical Data of Twitter Sharing

Date	Likes	Retweet	Interpretation
June 16, 2020	30,7 K	5,6 K	910

Macro structure: He says that the Nashville youth is representative of the youth formed all over the world. It is a tweet that states that potential change has two symbolically slogans, racism is terrible and blackness is not. In this tweet, he again states his support for anti-racist discourses.

Micro structure: It is possible to see that an understandable language without complexity is used in the sharing where the sentences are plain. In addition to the absence of any emphasis in the tweets, there is no causality relationship between sentences. In addition, an effective language was used.

Evaluation and Conclusion

It is not possible to ignore the fact that the media, economy and politics are in a strong relationship with each other. Depending on this situation, an area exposed to any change can affect others very easily and quickly. It is an undeniable fact that any event can be shaped by politics and strengthened by the power of the media to remove borders, affect the economy positively or negatively. Twitter, which has a supportive feature of such events, can very well fulfill its role in this field. By sharing a message on Twitter, having options such as likes, replies, and retweets not only increase the number of users that can be reached, but also cause a mass transformation. Additionally, Twitter offers the option of acting as a leader to its user’s followers. If the population addressed is high, the effect of the thought put forward increases in parallel. The former president of the United States of America, Barack Obama, expresses his thoughts on the events that occurred with the death of African American

George Floyd through this microblog on his official Twitter account. Moreover, it is possible to say that the protests that emerged thanks to this media environment helped gather more supporters and reproduce the anti-racist discourses. The tweets examined within the scope of the research clearly show that these protests against racism should be supported by a political policy and it is said that the person who can achieve this should be voted on during the election period. Again, the research is interpreted by Barack Obama as an activity that is encouraging, exciting and should be supported, as the beginning of social change. Barack Obama stated that in the country with 250 cities, tribes are working to provide a diversity of opportunities for black youth and men in order to eliminate the discrimination faced by black citizens who are seen as disadvantaged in society, and argues that municipalities and sub-units should be involved to support this process. Firstly, Barack Obama stated that radical changes should be made in the society to become just, equitable and peaceful, and that everyone should take an active role in ensuring permanence in this. Second, says that peaceful protests led by young people should be cared for and finally, emphasized the importance of participation in elections and supporting politicians who can provide innovation. It was stated that the Nashville youth actively use social media in the context of the protests and make their voices heard to the whole world, the media provides power and this situation enables Barack Obama to look at the world with a more optimistic perspective.

Barack Obama on his official Twitter account; It has been observed that he shared floods with a series of recommendations, taking on a guiding role for municipalities, citizens, protesters and politicians. Barack Obama, who shares anti-racist news, political developments and academic studies as a suggestion to read, assumes an informative role for his followers in every field. In these shares; the bad, corrosive and painful aspects of discrimination have been reminded, and it has been observed that an encouraging, positive and constructive language is used to change this situation and take the necessary steps.

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İrkçilik Karşıtı Protestoların Sosyal Medyaya Yansıması: Barack Obama Örneđi

METİN IŞIK / ERDAL BİLİCİ

Öz: Bölgesel olarak ortaya çıkan bir olayın küresel bir olaya dönüşümünde medya, ekonomi, siyaset ve toplumsal olaylar doğrudan rol oynamaktadır. Twitter'ın olayların değişmesinde ve dönüşmesinde etkili bir rol aldığı söylenebilir. Bu çalışmada, Minnesota'da, 25 Mayıs 2020 tarihinde George Floyd'un öldürülmesi olayının medya, ekonomi ve siyaset bağlamında ırkçılık karşıtı söylemler ve protestoların nasıl bir etki yarattığı ele alınmaktadır. ABD'nin eski siyasi lideri Barack Obama'nın Twitter'daki 25 Mayıs ve 25 Haziran arasındaki paylaşımları eleştirel söylem analizi metodu çerçevesinde incelenmiştir. Olaylarla ilgili ilk paylaşımın 29 Mayıs 2020'de olduğu ve son paylaşımın ise 16 Haziran 2020'de olduğu görülmektedir. Bu tarihler arasında ırkçılık karşıtlığıyla ve protestolarla ilgili on adet tweet paylaşılmıştır. Yapılan analiz sonucunda, ABD eski başkanı Barack Obama'nın olumlayıcı, teşvik edici bir dil kullandığı tespit edilmiştir. Protestolardaki gençlerin haksızlığa karşı seslerini yükseltmesinin, Barack Obama'ya göre değişimi başlatacak umut verici bir olay olduğu tespit edilmiştir.

Anahtar kelimeler: Söylem analizi, Twitter, İrkçilik, Barack Obama, Protesto