

CHAPTER II

LITERATURE REVIEW

2.1 Muslim in America

Islam in America was established since the nation was found. James H Hutson states that the founding father of America was included Islam in their vision of the future of the republic. The freedom of religion, they conceived. There were not lots of people have the copy of holy Quran in America. Thomas Jefferson, own a copy of holy Quran, while campaigning for religious freedom in Virginia strived for the recognition of the religious rights of the 'Mahamdan,' the Jew and the 'pagan.' (Hutson, 2002). The founding father was also discussed if a Muslims could be a president of the United States while ratifying the US Constitution (Vox.com). The other prove that Islam and America cannot be separated is there is a bas-relief statue of the Prophet Muhammad on the north wall of US Supreme Court, constructed in 1935.

The early Muslims-Americans communities were African immigrant slaves. Richard Brent Turner estimated range from 40.000 to 3 million of Muslims immigrant across North and South America and the Caribbean. The Muslims slaves were educated and literate in Arabic. Before the American civil war happened, Muslims were come from a variety of ethnic, educational, and economic backgrounds. Their experiences varied depending on when, where, and how they were transported to the shores. (GhaneaBassiri: 2010). Since there are lots of African Muslims slaves came to America, they need to adapt to their new

environment even when they tried to maintain their Islamic identities and traditions. This led almost the entire slaves convert to Christianity and form new communal relation. This issue also causes the African-Muslim born child did not practice Islam nor did they identify them as Muslims (GhaneaBassiri, 2010). Despite the massive arrival number of Muslims to America, in 19th century Islam had all gone from its communities.

Millions of immigrants began arriving on America's shores toward the early 20th century. They included tens of thousands from Muslim-majority countries in the Middle East, South and Central Asia, and Eastern Europe. This also led to the first America's mosque built in Chicago in 1893 as part of the "Street in Cairo" attraction at the world's Colombian exhibition in Chicago. It was meant to display Islam for American audiences. As the exhibition ended, the mosques were torn down. The staff and Imam were moved to Egypt, Morocco, and Palestine where the prayer draws little comment (Vox.com). The second mosque built in the United States was located in Highland Park, Michigan, and completed in 1921. Howell states that the mosque was built by Muslim migrant as a place of worship. The mosque was also intended to represent Islam to American observers, like the one on 'Cairo Street'.

In the early 20th century, Muslim immigrant in America beginning to established small local community organizations across the country. Howell states that African Americans also began to embrace Islam in the 1920s and 30s in response to the Great Migration. Unfortunately, in 1924 the US congress passed the National Origins Act. It restricts immigration from Asia and other Muslim-

sending regions and cut the flows of new Muslims arrivals. However, as the 20th century progressed, Muslim immigrant and African-Americans who had already arrived on America's shore began playing much more active role in American politics and society (Vox.com).

Ghanneabassiri writes the World War II significantly altered America's national identity. Muslims were also take part on that. Both Muslims and African-American were fought and died in World War II to defend America. Since then, both of them demand equal rights that recognized their role in defending America during the war. Although many Americans came to associate Islam with Black Nationalist groups such as the Nation of Islam, represented by Malcolm X, the reality is that the religious beliefs, rituals, and practices of these groups were for outside the mainstream of Islam. Indeed, most of Muslims do not view the same side of the Nation of Islam, as many of their beliefs were contrary.

The 1965 Immigration and Naturalization act result more than 1.1 million new Muslims arrived in the America. As many of them were academics, physicians and engineers, they were placed into leadership positions among existing and newly established Muslim immigrant groups, but in fact, not all of them are religious. After the arrival in 1965, Muslims Americans were treated by a series of geopolitical encounters between the America and various Muslims nation. The sixty days war occurring in 1967 between Arab and Israeli was brought negative portrayals of Arabs into the American media and fed into the worst stereotypes of Muslims.

After the World Trade Center tragedy in September 11, 2001, Islam has been identified by American society as tyranny, intolerance, misogyny, violence, sexual promiscuity, and heathenism (GhaneaBassiri: 2013, p. 53). The bombing also changed the nature of Islam relations in the America and opened a debate whether Muslims-Americans are accepted as equal citizens. The 9/11 bombing also bred American interest in Islam and the middle east. As college courses, news specials, documentaries, and other professional related about Islam spread around the country, they became educated about the religion, people, traditions, and history of Islam.

As Vox.com reported, In 2007 Keith Ellison, the first Muslim elected to the US Congress, was sworn in using the Jefferson's copy of the Quran. This Muslim American integration into the American political system has been met by some fear and hate. Then Ellison proved that the hate and fear was wrong. He accomplished the demands by colleagues and proved his loyalty to America.

Since the growth of ISIS and there were many terrors and gun shot done by them, Donald Trump, the 45th elected president of the United States, would like to know what are the motives behind the terrors and prevent it happened again in America. Trump stated his own point of view against Muslims since day one of his presidential campaign. One of the controversial orders proposed by Trump was the travel ban to several Muslims countries such as Libya, Sudan, Yemen, Somalia, Syria, and Iran. Trump said on his rally speech in Youngster, Ohayo. He believed that the travel ban was not about the hatred of some religion, but to reduce the terrorism in America.

2.2 Social Semiotic Theory

The visual social semiotic study is a unique study in stressing that an image is not the result of a singular, isolated, creative activity but also a social process. The study is not only the theoretical framework for examining how images convey the meaning (Harrison, 2002, p.47). Since social semiotic is a branch of the semiotic fields, Lemke (1990, p.183) states that the study is meant to distinguish the new combination theory from the traditional approaches to semiotics that can be called as formal semiotic. Jewitt and Oyama defined social semiotic as “the description of semiotic resources, what can be said and done with images also with other visual means of communication and how it can be interpreted.

Harrison, in her research, added the seminal work of Kress and van Leeuwen, *Reading Images: The grammar of visual design* (1996). Kress and van Leeuwen framework recognizes that an image performs, three kinds of meta-semiotic tasks that was performed in order to create meaning: the *representational* metafunction, *interpersonal* metafunction, and *compositional* metafunction. The writer also added the explanation of those three metafunction.

2.2.1 Representational Metafunction

The representational metafunction is about the people, places, and objects within an image (represented participants – RPs) and answer the question “what is the picture about?”. In Representational metafunction there are two basic structures, Narrative and Conceptual. The narrative

structures allow viewers to create a story about the RPs because the images include vectors of motion. There are action and reactional processes and in conceptual structures. In action processes the narrative is created by vectors that can be bodies, limbs, tools, weapons, roads, etc and The Reactional process create the narrative by eyelines (accting as vectors) between RPs.

The conceptual structures do not include vectors. The RPs tend to be grouped together to present viewers with the “concept” who or what they represent. The conceptual structures consist of three processes; Classificatory, Analytical, and Symbolic (Harrison, 2002,p. 50 – 51). The classificatory views RPs as “kind of” something or some group that are the member of same class. Analytical view RPs are displayed in terms of a “part-whole” sructure. The “whole” is a Carrier who possesses “parts” called Attributes. The symbolic processes view RPs importants for what they “mean”. Abstract shapes such as triangles, squares, and circles also fall in this category.

2.2.2 Interpersonal Metafunction

Interpersonal metafunction is about the action among all the participants involved in the production and viewing of an image (the creator, the RPs, and the viewer), and answer the question “how does the picture engage the viewer?” (Harrison,2002,p.53). The interpersonal metafunction consist four features. The first one is Image Act and Gaze

feature. The image act involves the eyeline of the RP(s) in relation to the viewer. There are two processes in the feature. In Demand process RP is looking directly at the viewer. A demand generally causes the viewer to feel a strong engagement with the RP. Meanwhile in Offer The RP is looking outside the picture or at someone or something within the image. In this case RP becomes an object of contemplation for the viewer, creating less engagement than *demand*. The second is Social Distance and Intimacy features. The features enable the viewer to see an RP in six different ways. Intimate distance: The head and face only, Close Personal distance: The head and shoulders, Far personal distance: From the waist up, Close social distance: The whole figure, Far social distance: The whole figure with space around it, Public distance: Torsos of several people.

There are two perspective angle in the feature. The first is horizontal angle and involvement perspective features. It refers to the relationship between the position of the RP(s) and the viewer. The frontal angle is when an RP is presented frontally to the viewer. This angle creates stronger involvement on the part of viewer. It implies that the RP is “one of us” and the oblique angle is when an RP is presented obliquely to the viewer. This angle creates greater detachment since it implies that the RP is “one of them”.

The second is vertical angle and power perspective feature. There are two possible vertical-angle relationships in the feature. First is the RP(s) and the viewer, and Second, between RPS within an image. There

are three angle features processes. The High angle makes the RP has less power since the RPs are "looking up". The Medium angle makes the RP has equal power since it is looking horizontally. Low angle makes the RP has more power since the RPs "looking down".

2.2.3 Compositional Metafunction

Composition in imagery is the equivalent of syntax in language- a set of rules that enable the signs of language (that is, words) to be arranged grammatically so it makes sense to the reader. Compositional metafunction is about the relation of representational and interpersonal metafunction and how do they integrate into a meaningful whole (Harrison, 2002, P.55). In compositional metafunction there are three basic systems and its elements. The first is information value system. It talks about the placement of RPs allows them to take on different information roles. The Left placement of the RPs have the value of being "given" knowledge while RPs on the right are "new". Given means Familiar, commonsense and new could be an issue, a problem, a solution. When the RPs are placed in the top side of an image have the value of being "ideal" while RPs below represent the "real". Ideal means emotive, imaginary, what might be, often the pictorial elements of an image whilst Real means factual, informative, down to earth, practical, often textual elements in an image. The RPs in the center provides the nucleus of information to which surrounding elements are subservient.

The second is salience system. Salience refers to the ability of an RP to capture the viewer's attention. There are five elements in the salience system. The size of the RPs: The larger the RP, The greater the salience; Sharpness of focus: Out-of-focus RPs has less salience; Tonal Contrast: Areas of high tonal contrast has greater salience; Color Contrast: Strongly saturated colors have greater salience than "soft" colors; Foreground/Background: An RP in the foreground has greater salience than an RP in the Background.

The last is framing system. It talks about how the RPs are framed affects whether they are seen as connected or separate. Through Frame lines and pictorial framing devices, the RPs can be analyzed. The framelines are the lines within the image that divide RPs or hold them together and pictorial framing devices see the stronger the lines around the image, the greater the connection.

2.3 Systemic Functional Linguistic

Systemic Functional Linguistic was firstly introduced by M.A.K. Halliday in 1985. It is a new grammar study to view language as one of the resources for making meaning. It is also still evolving as applied linguists continue to research and reflect on the way of human beings use language to make meaning in social context. There are three main kinds of metafunction in Halliday's Theory: the ideational metafunction, the interpersonal metafunction, and the textual metafunction (Mehmood, et al,2014, p. 79). Meanwhile, the researcher only

focuses on the ideational metafunction. The ideational metafunction use the clause as representation and it is serves the expression of content in language. It is also represent our experience in the real world. The ideational metafunction can also reveal the ideology in the text (Mehmood, et al,2014, p. 79).

2.3.1 Transitivity

The transitivity system proposed classifies the kinds of ‘doings and ‘beings’ that constitute human experience (Halliday, 2004. P.170-171). Halliday states that there is a basic difference between outer and inner human expeerience in order to know the different types of transitivity system processes. The form of outer experience is that the actions and events: things happen, and people or other actors do things, or make them happen. The inner experience is partly kind of replay of the outer, recording it, reacting to it, reflecting on it, adn partly a separate awareness of our state of being.

The clauses represent events and processes of various kinds, and transitivity aims to make clear how the action is performed, by whom and on what. Transitivity is a part of the ideational function of language and also an essential tool in the analysis of representation. The transitivity implicitly and crucially different social structures (Mehmood, et al,2014, p. 80). The transitivity system the implicit meaning and ideology in language structures can be revealed.

The system is used to represent ideational content such as the semantic content of language. Halliday believe that the six processes in the system represents human experience in terms of physical and physiological actions

(Material and Behavioral), thinking and speaking actions (Mental and Verbal, and actions that signal the existence of something / someone and their identifying features (Existential and Relational) (Halliday, 2004. P.170-171).

2.3.1.1.1 Material Process

Halliday (2004, p.179-180) describe Material processes as actions in the material world in terms of actions and happenings, and changes unfolding through times and space. Material clauses at least consist of an obligatory element that represents the doer of the process expressed by the clause (Actor), the person or thing whom the action is aimed (Goal), and circumstance that provide details of the verb.

2.3.1.1 Mental Process

Mental process encode mental reactions such as sensing, perception, cognition, intention, and emotion. The people's consciousness and senses the experience of the reality are also describe in the processes. (Mehmood, et al,2014, p. 80). It is about a senser and and how the Senser felt, thought, or seen is called as the Phenomenon.

2.3.1.2 Behavioral Process

Behavioral process lie between Material and Mental processes. It characterize the outer expressions of inner working and reflect physiological and psychological behaviours such as breathing, laughing, sneezing, etc. The

behavioral process only have one participant, the conscious one, called Behavior. (Mehmood, et al,2014, p. 80).

2.3.1.3 Relational Process

The relationships of being and having between two participants can be understand through the relational processes. Mehmood states that there are two different types of Relational processes; the first one called Identifying Relational. The participants are Token and Value. The value define the identity of the token. The second types is the attributive relational. The participants are the Carrier and the Attribute (Mehmood, et al,2014, p. 80).

2.3.1.4 Verbal Process

Verbal process stands between the mental and relational processes. It represent the art of saying and its synonyms. There are three participants involved in the process; The sayer (The one that say something), the receiver (the one that verbal process are directed), and the verbiage (nominalised statement of the verbal process) (Mehmood, et al,2014, p. 81).

2.3.1.5 Existential Process

The processes represents that something exist or happens. Existential processes stands between the relational and material processes. It proves the states of being, existing, and happening. The existential processes typically with the verb be or its synonyms. The only participants in this processes is extent which follows the there is or are sequences (Mehmood, et al,2014, p. 80).

2.3.2 Nominal Group

Nominal Group is one of the group that were mentioned by Halliday apart from Verbal group and Adverbial group. In terms of the modal structure of the clause, Nominal groups serve as Subject or Complement (Halliday, 2004, P.310). Halliday elaborate a Head or Thing is the center of the Nominal Group, while the Deictic, Numerative, Epithet, Classifier, and Qualifier support the Head in the clause.

2.3.2.1 Deictic

The Deictic elements indicates whether or not some specific subset of the Head is Intended. There are two types of Deictic stated by Halliday. The demonstrative Deictic such as this, the, those, etc, and possessive Deictic such as your, his, him, her, our, etc (Halliday, 2004, P.314)

2.3.2.2 Numerative

The Numerative elements indicates some numerical feature of the particular subset of the Thing: either quantity or order, either exact or inexact. The numeratives divided into quantitatives numerative and ordinatives numeratives. The quantitatives numeratives specify either an exact number (cardinal numerals, *two trains*) or an inexact number (*many trains*), while ordinatives numeratives specify either an exact place in order (ordinal numerals, for example *the second train*) or an inexact place (for example *a subsequent train*) (Halliday, 2004, P.318).

2.3.2.3 Epithet

Epithet indicates some quality of the subset. Epithet is divided into two, the experiential and the attitudinal. The experiential epithet refers to the Head's objective property such as blue, yellow, tall, thin, etc. while the attitudinal epithet refers to the expressions of the speaker's subjective attitude over the head, such as, good, bad, beautiful, etc.

2.3.2.4 Classifier

The classifier indicates a particular subclass of the thing or head. The words cargo train and the passenger train are one of the examples of the classifier. The words cargo and the passenger is the classifier, because they do not compare or showing the degree for each other.

2.3.2.5 Qualifier

Qualifier is the element of Nominal groups that follows the Head. This element can be in an adjective clause, adjective phrase, present participle phrase, infinitive phrase, prepositional phrase, and even in the ordinal or cardinal number.

2.4 Donald Trump

Donald John Trump, the 45th elected president of United States of America, was born in 1946 in Queens, New York City, the fourth of five children of Frederick C. and Mary Macleod Trump. His father, Frederick Trump was a builder and real estate developer who specialized in constructing and operating middle income apartments in the Queens, Staten Island, and Brooklyn sections of New York. Donald Trump was sent to him to the New York Military Academy at age thirteen by his parents. Trump did well at the academy, both socially and

academically, rising to be a star athlete and student leader by the time he graduated in 1964. (notablebiography.com)

He attended the Wharton School at the University of Pennsylvania and became the favorite to succeed his father after his older brother, Fred, chose to become a pilot. Trump was started his career in real estate business within a \$1m loan from his father. He was helped his father's company in New York until he take control of the company and changed the name into Trump Organization in 1971. Then, he shifted his family's business from residential units in Brooklyn and Queens to glitzy Manhattan projects, transforming the rundown Commodore Hotel into the Grand Hyatt and erecting the most famous Trump property, the 68-storey Trump Tower on Fifth Avenue. Donald Trump also builds his own building in Mumbai, Istanbul, Philippines in order to develop his business. From 1996 until 2015, he was an owner of Miss Universe, Miss USA, and Miss Teen USA Pageant. He also stars more than five movies and TV shows in America. Trump has been married three times and children from each of them. (BBC.com)

Trump's interest in running for presidential was started since 1987 and he entered the 2000 race as a Reform Party candidate. In 2008, he became one of the most outspoken members of the "birther" movement, which questioned whether Barack Obama, the 44th elected president, was born in the US. In June 2015, Donald Trump formally announced his entrance into the race for the White House. He states in his announcement speech that America needs somebody that can make America great again and he believed that he is the one. Since day one of his rally, Trump has run a controversial campaign built on promises to strengthen

the American economy, build a wall on the border of Mexico and the US, and to temporarily seven Muslim countries Immigrant that come to America until the country's representatives can figure out what is going on.(BBC.com)

2.5 Cartoon

Before the term cartoon was introduced, humorous and satirical drawings were referred as caricature, but then the term caricature has changed. It became the portrayed characteristic traits of an individual. Cartoon has also applied in comics, television and animation, newspaper drawings, continuity strips and graphic novels, humorous books, and magazine illustrations. (nyoni, grand, and nyoni cited in Kondowe, et al, 2014.).

DeSousa and Medhurst describe cartoons as an inside joke between the cartoonist and the reader. It is where the image demands a great deal of political and current event awareness on the part of the reader as well as a good foundation in the allegorical references sometimes found in the cartoon (DeSousa and Medhurst cited in Landbeck, C, 2008. p. 3). The only function of cartoon was to entertain the reader, but nowadays cartoons are used to express opinions, construct valuable arguments, and provide specific knowledge on contemporary social issues (Kondowe, et. Al, 2014. p. 40.). The date of publication of the cartoon may also play a big role as the piece of information. We can see what issues are being pictured that happening in the real world.

2.5.1 Political Cartoon.

Political Cartoons are considered as critical artefacts used to satire political leaders and their contemptible policies (Lamb cited in Kondowe,et al, 2014. p.43.). It is also supported by Weitenkampf, He found that political cartoons are in fact historical documents, ones quite close to the feeling of the time on a given issue. He also notes that even the cartoonist obviously defending some parties in the cartoons, it is still a commentary on the times and perhaps unintentional part of the historical record as well. (Weitenkampf cited in Lanbeck: 2008). Cartoon's depictions are usually satirical. Their effects are just like the armoury used for launching attacks on the political leaders and the democratic process through pictures. (Kondowe, et al, 2014. p. 43.)

2.6 Rob Rogers

Rob Rogers is the award-winning editorial cartoonist for the Pittsburgh Post-Gazette. His cartoons have been vexing and entertaining readers in Pittsburgh since 1984. Syndicated by Universal Press Syndicate, Roger's work has also appeared in The New York Times, The Washington Post, USA Today and Newsweek, among many others. Rogers was awarded the *Berryman Award* from the National Press Foundation and he was a finalist for the Pulitzer Prize. Rob Rogers has discussed terrorism since 2001. He has related terrorism with Muslims in his comics.

2.7 Theoretical Framework

This study examines the portrayal of Islam in Donald Trump cartoon theme by Rob Rogers using social semiotics theory by Gunther Kress and Theo

Van Leeuwen. Furthermore, the three semiotic metafunctions: representational, interpersonal, and compositional metafunction will be used to reveal the meaning of the images. Moreover, the written text will be analyzed using Systemic Functional Linguistic theory by Halliday.