

Theme of Black Suffering in Black Museum: A Critical Discourse Analysis

pISSN: 2957-9015
eISSN: 2957-9007



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DOI: <https://doi.org/10.36755/ijll.v3i01.68>

Abstract

In this study the researcher used Van Dijk's Critical Discourse Analysis model to analyse the portrayal of race and racism in the TV series Black Mirror, focusing on the episode "Black Museum." CDA is a method of studying language that combines various disciplines to understand the social context, text, and social cognition. The study aims to explore how language and discourse are used to express and perpetuate discriminatory ideologies, particularly in relation to racial discrimination. By applying Van Dijk's CDA model, the research uncovers the discursive strategies employed in the episode to address race and racism. According to the finding, researchers revealed the harmony of racism, social discrimination, norms, culture, values and future of the blacks. In the social cognition, researcher shows the cruel perspective of racism, status inequality, and torture, researchers also observed that this particular episode stands out as the only one to explicitly address the topic of race and racism. However, researchers used dialogues, visual extract, and reviews to highlight the social perspective of the racial society under the shed of Van Dijk's CDA model.

Keywords: *Racism, Society, Black People, Black Mirror, Discrimination*

INTRODUCTION

Critical Discourse Analysis (CDA) is a method of studying language created by linguists in the late 1970s and early 1980s. It combines different disciplines like sociology, psychology, and semiotics to analyze texts in depth and understand their social context. Van Dijk, a prominent scholar in CDA, focuses on the study of ideology and how it influences power relations. Ideology refers to the way discrimination is structured hierarchically, such as racial and gender discrimination. Van Dijk calls this the strategy of polarization, where one group presents themselves positively while portraying others negatively. CDA explores the link between language and power, as discriminatory practices are often carried out

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through language. It recognizes that language both reflects and reinforces power dynamics. CDA helps us understand how language is used to express ideas, influence culture, and establish authority. By analyzing texts, CDA can uncover how social issues like racial discrimination are portrayed using discriminatory language.

Although van Dijk's own work over the years has tended to focus on news racism, he has also used a combination of content analysis and discourse analytical categories or structures (see e.g., van Dijk, 1993; van Dijk, 1997) This involves presenting one's own group positively while portraying others negatively, which Van Dijk calls the "ideological square." The ideological square consists of positive self-presentation and negative others-presentation. It emphasizes the good aspects of "Us" while downplaying the bad, and does the opposite for "Them."

Racism is one form of discrimination that often occurs in the community, both between individuals and between groups with other community groups.(Flitt, M., & Brossman, D). Racism in the current paper is defined as a system of social domination based on race/ethnicity (Bonilla-Silva 1997; Van Dijk 2005). Racism in the current paper is defined as a system of social domination based on race/ethnicity (Bonilla-Silva 1997; Van Dijk 2005). On the other hand, superior races often take racial actions against lower-class races in various forms of actions such as distinguishing public services, education, health services, and even acts of violence. (Silwa, B. E). Furthermore, Conflicts between racial and ethnic minorities and the dominant white group have significantly influenced the political and social history of the U.S., where the white group has succeeded in preserving its hegemony at the political and social levels.(A., T. ,1993, April).

In the research conducted using Van Dijk's Critical Discourse Analysis (CDA) and based on the episode "Black Museum" from the TV series Black Mirror, it is observed that this particular episode stands out as the only one to explicitly address the topic of race and racism .Such as,this British production and cast make the redress narrative possible, building on another yet subverted trope of Black British actors portraying Black Americans. It inspires viewers to consider the role of the museum, an institution that has long served as a compendium of technology and racialized gendered violence. (Mahbub, B. A., Purnama, A., & Hartono, H. 2020). Because, racism is a belief that a certain racial group or ethnic group has a better power than other.races or ethnicities.(Eduardo Bonilla, E., Silva.(1997) Though the purpose of Black Mirror is to show the possible future of what our society may be like, this analysis provides strong evidence that illustrates that the show is indicative of our present day and the issues we as a society are engaging with. However, this episode represents the disparity between black and white males and incarceration rates. Notably, the episode deviates from the series' typical British setting and takes place in the American Southwest. This deliberate shift in location allows for a direct exploration of racial issues, drawing upon America's historical, current, and future contexts, rather than relying solely on the British perspective. This alteration in

setting creates a certain level of distance and safety, enabling a critical examination of racial dynamics within the narrative. (Irfansyah, A. I. (2022)). By employing Van Dijk's CDA model, this research aims to uncover and analyze the discursive strategies employed in portraying race and racism in the episode.

Problem Statement:

Racial discrimination is the biggest issue for Afro-Americans worldwide. In this regard, they face social discrimination on color, status, and education basis in society. This research poses the elements of racism used in the episode "Black Museum". Additionally, to reveal the purpose of the creator to indulge the element of racism with the confluence of advancement and technology.

Purpose:

The purpose of this study is to probe the ideological perspective of racism embroidered in the episode of Black Museum from the series of Black Mirror under the lens of Van Dijk(1995)'s Model for Critical Discourse Analysis (CDA). Furthermore, this study evaluates the theme of "Black Suffering" that is inherited in Black Museum.

Objectives:

The objectives of this research are:

- To highlight the linguistics features of racism and social inequality.
- To analyze the power dynamic and racial element, social cognition in the episode.
- To critically evaluate the social interpretation of racial discrimination, social ideology and society disorder.

Research Questions:

In order to achieve these objectives, the focusing research questions have been set:

- How does racism cause social inequality and in modern societies, how the linguistics features presents in the episode?
- How does power dominate the minority based on color social status, and social cognition?
- What type of social context depicted social discrimination in the black museum?

Limitation:

The findings of this research are limited to the episode "Black Museum." However, while the study focused on the dialogues within that specific episode, it is possible to conduct investigations on dialogues from other series as well.

Delimitation:

Due to the limitation of time the study focused on analyzing a single episode from a season of Black Mirror. Additionally, the scope of this case study was limited to only one episode. Albeit, we can study further relevant areas.

Significance of the Study:

The main purpose of this study is to expose the presence of racism in contemporary society as depicted in the episode. It aims to highlight the social inequality and oppression experienced by Afro-Americans in "Black Museum," focusing on their enduring struggle for equality on moral, biological, and intellectual grounds. Moreover, this research provides valuable insights for individuals seeking a deeper understanding of the hidden realities prevalent in modern societies. Additionally, this study will be beneficial for the learner to understand the facts behind the doors in modern societies. And, this research also reveals the synergy of technology and heritage-gifted racial races in modern humans.

Research Methodology:

This research focuses on examining the social inequality experienced by Afro-Americans (Black People) in contemporary society. The study employs Van Dijk's Critical Discourse Analysis (CDA) model (1995) to identify the linguistic elements that contribute to racial dynamics within the specific episode of Black Mirror. By utilizing this approach, the research aims to enhance understanding of societal oppression and expose the hidden realities of racism. Through this analysis, the study sheds light on the tyrannical aspects of society and the presence of racial discrimination.

Research Type:

The type of research is qualitative, and the research aims to critically analyze the perspective of racism represented in the episode "Black Museum". Therefore, data

has been taken from the episode. However, to make this research authentic and rich, data has been analyzed under Van Dijk's Critical Discourse Analysis (CDA)'s model(1995).

Sample Type:

This research is categorized as purposive, as it has a specific purpose and objective. Its intention is to uncover the social oppression faced by Afro-Americans and the underlying racial ideology depicted in the episode.

Sampling Techniques:

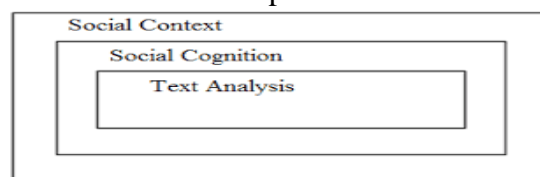
The study employed probability sampling, specifically selecting from the video transcript, as the basis for the research. This sampling method was chosen due to its relevance to the racial dialogues being analyzed.

Sample Size:

To achieve the intended outcomes, the research utilized a specific sample size. The study solely concentrated on examining the conversations and visuals extracts from one episode of the Black Mirror series.

Tool for Data Analysis:

Discourse aims to uncover the hidden motives of a speaker through their statements. It involves assuming the role of a speaker and interpreting the meaning based on their intended structure. Linguistically, discourse refers to a language unit that is bigger than a single sentence. Discourse analysis aims to understand the rules of sentence structure, language usage, and shared understanding. It involves examining the functions of language, known as pragmatics. In critical discourse analysis, language is not studied in isolation but is analyzed within its textual context. However, the language analyzed in this approach differs from traditional linguistic studies. It is not solely described based on linguistic aspects but is also analyzed in relation to its broader context. This context includes the purpose and practices for which language is used, including the exercise of power. In critical discourse analysis, language serves as the material for analysis, but its examination goes beyond linguistic features to incorporate contextual factors.



1. Text Analysis:

The text's implied meaning is derived from the analysis of words, verbs, sentences, propositions, clauses, and phrases used in the discourse. According to Dijk's "Discourse as Structure and Process" (1997), the text consists of various elements. The macrostructure, which represents the main theme of the discourse, provides a global understanding of the text. On the other hand, sentences, propositions, subordinate clauses, paraphrases, and images form smaller components of the discourse. The superstructure refers to the discourse framework that can be analyzed to understand its meaning. In summary, discourse analysis comprises three elements: macrostructure (global meaning), superstructure (Discourse Framework), and microstructure (Semantics, syntax, stylistics).

Macrostructure	Themes that appear in the text and topics are viewed by analyzing the global meaning of the text
Superstructure	Superstructure the introduction, content, and conclusion of the schema text
Microstructure	Microstructure sentence structure, and rhetoric presented in the text, choice of words (diction) to see the local meaning of the text can be analyzed.

2. Social Cognition:

Social cognition refers to the shared beliefs or social representations held by individuals within a group or community. These representations encompass various aspects such as knowledge, attitudes, values, norms, and ideology. Van Dijk (2009: 16) emphasizes that discourse analysis should not solely focus on the structural aspects of discourse. It is essential to consider contextual factors that influence the production and comprehension of discourse. The ideology of the listener or reader, as well as their knowledge, shape their understanding and representation of not only the text and speech but also the communicative situations influenced by discourse.

3.Social Context:

The social context refers to the way power, domination, and social inequality are socially represented among different groups, organizations, and institutions. In Critical Discourse Analysis (CDA), it is important to consider the diverse forms of social cognition held by these social collectivities, which include knowledge, attitudes, ideologies, norms, and values. The production of discourse, whether in written or spoken form, is influenced by the explicit and implicit representations that these social actors can convey.

Result and Discussion:

This study is divided into three parts: textual analysis, social cognition, and social context (Anuar et al., 2020). The first part focuses on text analysis, which includes three main components: microstructure, superstructure, and macrostructure. The second part explores social cognition, which involves studying people's beliefs about social representations. The third part examines the social context, which encompasses background information, situations, events, and social conditions.

The researcher starts by analyzing the text using Van Dijk's theory in order to address the research question.

1. Textual Analysis

Table 1: Macrostructure of The Text Dimension

Topic/Theme	Theme of black suffering in the Black Museum The topic explains about racial abuse in the Black Museum episode. To properly analyze the episode, it is important to thoroughly examine it and identify the key scenes. These scenes will focus on three themes: black suffering through black male incarceration, police brutality, and the willingness to engage with and derive pleasure from black pain. From each key scene, we will determine the five components. This analysis will involve evaluating both verbal and nonverbal communication in each scene.
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Table2: Superstructure of The Text Dimension

Introduction	In this episode, Nish's father is confined behind bars and subjected to torture. He is locked up without his consent, leading Nish to feel determined to free him and prove his innocence. Despite visitors' presence, he remains silent and avoids making eye contact, unable to recognize Nish due to the repeated electrocutions. The scene takes place in a museum located in a desert-like area with minimal surroundings. Nish's father is the prisoner, while Rolo, the museum owner, is the one who imprisoned him. The museum itself, along with the bars and the harsh conditions, serve as the agents that facilitate Nish's father's imprisonment, creating hell for him. The purpose of this episode is to depict the incarceration of Nish's father, who is a black male.
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Content	The episode touches upon the concept of cultural appropriation, which often intersects with racial issues. The character Rolo, a white museum owner, profits from collecting and exhibiting artifacts associated with black suffering. This exploitative commodification of black pain reflects the historical exploitation and commodification of Black bodies and experiences. It draws attention to the ongoing systemic racism and the ways in which certain aspects of black culture are appropriated for entertainment and financial gain.
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Conclusion	In the conclusion, Nish gave liberty to her father's soul from the imprisonment and confined Rolo's soul (consciousness) in the digital key and devastated the museum by fire. It also represents the tyranny of the Afro-American in the future. Furthermore, "it represents racism and the detrimental effects it has on individuals and society. It highlights the need for systemic change and calls for a critical examination of the power dynamics and racial injustice.
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Table 3: Microstructure of The Text Dimension

Syntax Analysis:

Sentence	The character used present and past tenses (active voice). It is
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<p>Structure</p>	<p>stated in the initial vignettes of the episode.</p> <ul style="list-style-type: none"> ● <i>You came here from Salt Lake?</i> ● <i>Tours begin at 11. You're the first in line.</i> ● <i>When he worked on himself, there was a crucial ingredient missing.</i> ● <i>-I don't mean to get old-fashioned on you. -Seriously?</i> <p>The words given and said above means present and past tenses (Active Voice)direct objects .</p>
	<p>The character used modal verbs to speculate the future and past time. It is stated in the different vignettes of the episode.</p> <ul style="list-style-type: none"> ● <i>-Ah. That's OK. -Can't trust anyone these days.</i> ● <i>. You're the first in line. Could be a busy day.</i> ● <i>I can feel the fucking boner forming, OK?</i> ● <i>Jesus, can't you just be happy for us?</i> ● <i>But wasn't there some doubt?</i> ● <i>This could be a good thing.</i> <p>The words given and said above means models verb (speculations and abilities) direct objects.</p>
	<p>The characters used future tense (active voice). It is stated in the initial vignettes of the episode.</p> <ul style="list-style-type: none"> ● <i>I'll never get used to this</i> ● <i>I took off the ten-second limit, so Daddy'll get a full hit of juice</i> <p>The words given and said above means future tense (active voice) direct objects.</p> <p>The characters used the phrasal verbs. It is stated in the amidst vignettes of the episode.</p> <ul style="list-style-type: none"> ● <i>Monkey needs a hug.</i> ● <i>Monkey loves you.</i> <p>The words given and said above means phrasal verbs in direct objects.</p>
	<p>Adversative: (But)</p> <ul style="list-style-type: none"> ● <i>Hector felt the burn,but took no damage at all.</i>

<p>Conjunction</p>	<ul style="list-style-type: none"> ● <i>He'd been into that whole thing, .But Dawson had experienced death and came out the other side.</i> ● <i>-That'd... That'd be killing her. -Not legally, but ethically.</i>
	<p>Additive: (And)</p> <ul style="list-style-type: none"> ● <i>That's nuts. Holy shit,And even nutsier shit.</i> ● <i>Like, he was happy to do it.-And it was only a short procedure</i> ● <i>But persevere and it becomes addictive</i> ● <i>He'd enjoyed one big old speedball of fear and pain and death.</i> <hr/> <p>Temporal: (when, now, and while)</p> <ul style="list-style-type: none"> ● <i>Well, I did for a while.</i> ● <i>It worked OK. For a while</i> ● <i>And even the protesters got bored after a while</i> ● <i>When there is always something there To remind me ♪</i> ● <i>When he came round, they ran every kind of test</i> ● <i>When he worked on himself, there was a crucial ingredient missing.</i> ● <i>Now moving to download.</i> ● <i>[snaps] You can open your eyes now, Jack</i> ● <i>You wanna shut up now? You're good? Hmm?</i>

Rhetoric

<p>Rhetoric</p>	<ul style="list-style-type: none"> ● <i>But celebrities, that's just a quagmire</i> <p>In this line, the writer/ director gave the racial pressure of the society from the organization, unions and government entities.</p>
	<ul style="list-style-type: none"> ● <i>But, of course, it was really,the souvenirs that were driving trade.</i> <p>In this line, the writer/ director gave the chronological ideology of the Afro-American, how they are utilizing trade for the sake of the purpose.</p>

	<ul style="list-style-type: none"> ● You're in the afterlife, so to speak. <p>In this line, the writer/ director gave the concept of black people's future in the world or afterlife according to the ideology of the white people. Basically, this life represents that the black people will still be slaves to them in the future of advancement.</p>
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Stylisite:

Metaphor	<ul style="list-style-type: none"> ● <i>Kind of like a living Madame Tussauds.</i> <p>The character (Rolo) used the metaphor for the Black Museum in the vignette of the episode. It is a museum in London, started in 1835 by a Frenchwoman, Madame Marie Tussaud (1761-1850). It contains wax figures of famous people from past and present, and the Chamber of Horrors, an exhibition of famous crimes and punishments.</p>
	<ul style="list-style-type: none"> ● <i>But celebrities, that's just a quagmire. Too many rights issues, asshole representatives.</i> <p>The character (Rolo) used the metaphor for the social activist and obligator of the Black People written in the hate expression. In addition, he also pointed out the elite class of the society as an asshole.</p>
	<ul style="list-style-type: none"> ● <i>perpetually experiencing that beautiful pain.</i> <p>This metaphor represents that how the white-people feel pleasure to torture the black people.</p>
	<ul style="list-style-type: none"> ● <i>Monkey needs a hug.</i> <p>The choice of using a stuffed animal for Carrie is not innocent due to the historical association of comparing Black people, especially Black men, to apes.</p>

Lexical	<ul style="list-style-type: none"> ● <i>You fu-- You fucking bitch! You fucking bitch!</i> This word used for the black female character (Nish) in the episode, and this word represents the social status of black in the eye of white people.
	<ul style="list-style-type: none"> ● <i>It was beautiful</i> This word used for the pleasure of pain. when white people get pleasure to torture the Jack by electric current.
	<ul style="list-style-type: none"> ● <i>it'd make things easier for the both of you.</i> These words show the positive perspective in the scene, Mean, people from different ethic and culture live together but on the basis of compromise, and without commitment, it would be tough to survive. But it also has negative edge in the sense of hate and ego.

Ambiguity	<ul style="list-style-type: none"> ● <i>. Nice accent. You from Australia?</i> Rolo analyzed her by accent, because he has doubted due to her black skin. And then she told about her background , he still in the doubt and did not agree to confess openly.
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Social Cognition:

Social cognition explores the process of text production and how writers convey their ideologies through their writing. In this particular research, the analyst examined the episode, focusing on the portrayal of attitudes, values, norms, and racism.

Additionally, the researcher utilized dialogues and visual extracts as evidence to emphasize the racial ideology embedded within the work by both the writer and the director.

(10. 00:03:42,240→ 00:03:55,480)

[British accent] Road seemed pretty empty.. Nice accent. You from Australia?No, I'm from Britain.. So you got one of those crazy. British names? Esmeralda or, uh...? I'm Nish.

The given sentences shed light on Rolo's attitude and behavior. As the conversation begins and Rolo introduces himself to the black girl, he displays a sense of uncertainty upon seeing her in the museum during the morning. However, when the girl speaks, Rolo is taken aback by her accent and comments, "Nice accent." This reaction reveals Rolo's racial ambiguity and the challenge he faces in accepting the girl's identity upon learning her name. Rolo's demeanor conveys a racial signal that indicates his struggle to acknowledge and embrace her self-assertion

(38. 00:04:25,720 -- 00:05:34,800)

Ah. That's OK. -Can't trust anyone these days. Where'd you fly in?-Salt Lake. You came here from Salt Lake? Yeah, I thought it'd be nice to drive the back route, but I underestimated the--Heck of a trip for a girl on her own. don't mean to get old-fashioned on you. -Seriously? That is quite old-fashioned.

From the sentences above, the conversation revolves around a lack of trust in society. Rolo told a black girl to inspect her bag, possibly implying a mistrust of individuals based on their racial background. This alludes to historical racial ideologies where white people held negative perceptions of black people, associating them with theft and slavery. Furthermore, Rolo investigates the woman's background, suspecting something wrong due to her visit to the museum. He questions her choice, prompting Nish to mockingly remark on his outdated thinking. The director aims to expose the prejudiced beliefs of British society towards black individuals, shedding light on cultural norms and stereotypes. However, it's important to note that this episode takes place in a futuristic setting, emphasizing technological advancements. Nish's comment serves as a critique of Rolo's narrow-minded perspectives.

(00:57:10,760-00:57:19,880)

But, of course, it was really the souvenirs that were driving trade. It was beautiful- Every time you finished juicing him,

From sentences above, the director incorporates symbolism of capitalism intertwined with racism. This implies that white people exploit black people as slaves and trade them globally in pursuit of financial gain. The episode serves as a portrayal of the projected future of humanity in 2050, wherein white people continue to exploit black people for monetary purposes. On other hand, Rolo's statement of "**It was beautiful**" portrays the inclination of white individuals towards pursuing monetary gain and using others for trade. It suggests that white

people find enjoyment in this process, because money gives happiness to humans, and it does not matter in which ways it comes from.

00:49:55,800 > 00:50:03,960

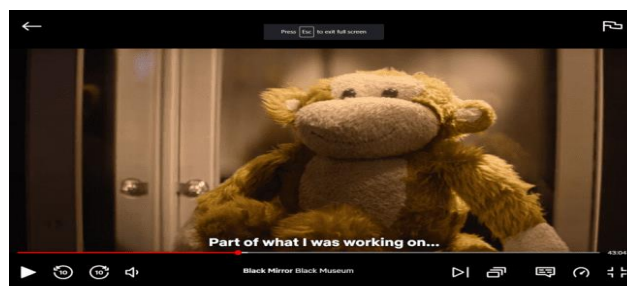
Cuts kind of a pathetic figure. But don't feel too sorry for him. He is a convicted murderer.

Rolo used cruel and harsh words when talking about Jack, which reflect the racial norms in the culture. Firstly, Rolo used Jack for an experiment and falsely accused him of being the murderer of a white woman. This demonstrates the presence of racism among white people. Rolo's statement, "***But don't feel too sorry for him,***" indicates a racial perspective towards black individuals. It implies that people should not feel sympathetic towards them because they are not considered valuable in society.



Picture 1: Character (Rolo) shake hand with character (Nish). (00:004:1),

Throughout the world, there exist diverse customs and gestures for handshakes, which can vary depending on social class or the level of familiarity between individuals. In a specific image (00:004:1), a character engages in a handshake with a black girl named Nish. In this instance, Rolo raises his hand and vigorously shakes hers, potentially reflecting racial norms prevalent in the culture. This particular type of handshake could be interpreted as a manifestation of the belief that white people hold a superior position over black people.



Picture 2: A Brown Monkey (toy) -00:26:13,920

This picture portrays a representation where Afro-Americans are equated with monkeys from ancient times. The use of monkeys as a symbol for black people implies that they are perceived as less evolved, both physically and mentally. Additionally, when Rolo transfers the soul of a white woman into a monkey, it symbolizes the ongoing dominance of white people over black people, from historical times. This chronological perspective suggests that the inherent instinct of white people to exert control cannot be altered, indicating that black people will continue to face humiliation in the future. Moreover, the presence of this monkey in the museum serves as a historical reference, highlighting the cruel treatment endured by black people at the hands of white people.



Picture 3: The white individuals are visiting the Black Museum.

The image primarily features white visitors at the Black Museum. This scene depicts white individuals visiting the museum to revisit their history intertwined with black people, including their exploitation for financial gain, scientific experiments, and trade. Additionally, it also represents the white people's instinct that is coming from the ages. The director employs this particular frame to serve as a symbol of the racial ideology, highlighting how white individuals have preserved their history to manipulate societal norms, culture, and values over time.



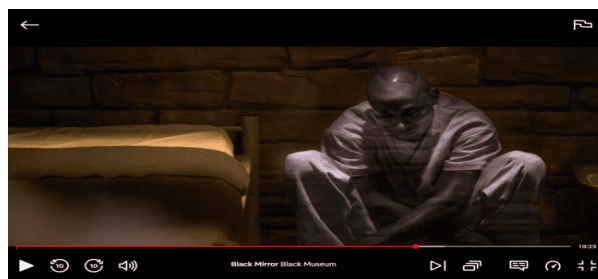
Picture 4: Jack is eating lizard.(00:36:11,600)

In this picture, the character (Jack) is eating the lizard, which serves as a symbol of the longstanding traditions and values of black people throughout history. Albeit, the character (Carrie) soul installed in his consciousness, and she resists him to not eat this insect. However, the resistance of her shows that white people hate their values and tradition of food, and she hates his attitude and abuses him for it. Consequently, this scene serves as a prominent illustration of the racial perspective from the white characters' viewpoint, serving as concrete evidence of racism within this episode.



Picture 5: Jack, his child, and new neighbor are spending their weekend in the park

This image illustrates the impact of racism on family harmony caused by the influence of white individuals. Over the course of history, black people have been deprived of their right to live with freedom in both British and American territories. This sense shows that the character (Carrie) told him to keep away from this black girl and do what I say. Plus, around them, white people are enjoying their weekend happily but, Jack and new black girlfriend are suffering from stress and depression due to Carrie's pressure on them. Consequently, racism has not only shattered their peace but also undermined their personal values and norms, as black individuals find themselves unable to make their own choices regarding partners under the influence of white individuals.



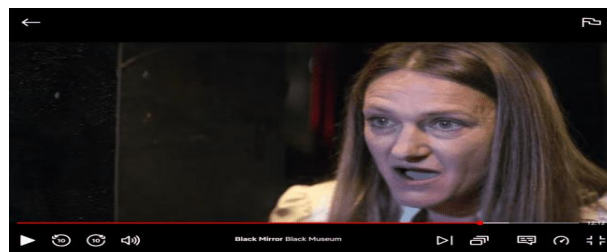
Picture 6: Jack's soul (black man) sits on the ground.

This image illustrates the social level of the black people. Jack sits on the ground, This scene suggests that even in the future, specifically in 2050, white individuals continue to treat black people as slaves or individuals belonging to a lower social class solely based on their racial identity. The infrastructure of the jail also highlights the values of black people. In the past, black individuals were also subjected to similar treatment, as they were not granted permission to sit on an equal with white individuals. This class-based discrimination prevails norms and attitudes towards black individuals.



Picture 7: Jack's soul visual in the key chain for the memory.

This visual depicts that white people installing visual video of torture to black people as the memory. It signifies the inherited instinct of hatred that white people seem to possess towards black individuals across generations. It suggests that white people derive pleasure from inflicting torment upon black individuals. Furthermore, it reveals a disheartening reality that racism will continue to persist in our world, despite technological advancements and societal progress. Additionally, the inclusion of Jack's visual within the keychain serves as a symbolic reminder of the historical oppression and tyranny that black people have long endured. It serves as a stark and unsettling representation of the ongoing struggle for liberation and equality faced by white individuals throughout history.



Picture 8: Woman is feeling pleasure to give electric shock to Jack's soul (Black Man).

This picture shows the facial expression of white old woman. This scene depicts how a woman feels pleasure and joy to give the electric pain to the black man in the museum. Furthermore, it reveals that white people have hate and social discrimination between them and also illustrates the social ideology of racism in the white people instinct. In the past, people also did same behavior with them and get pleasure to torture the black lives. However, the smiling facial expression of the women shows the solid racial element in the society.

Social Context:

In the social context, discourse emerges as a product of societal discussions and constructions. This encompasses the examination of various elements such as background, situation, events, and the prevailing social conditions. This involves considering factors such as political, economic, and cultural systems that influence the production and interpretation of social meanings.

In this particular research, researchers examine the racial norms, values and culture of the advanced and prosper society. In this episode, the researcher examined racism through the lens of social context, shedding light on the consequences of racial biases and the ways in which they manifest.. In order to analyze the social context ideology, the British series chose to examine race within an American context in this episode. With the exception of the narrative of *“The Pain Addict,”* Charlie Brooker wrote the episode. Brooker and the production team got public accolades for addressing a difficult topic while dodging the stickier issues of racism within their own country. Letitia Wright is a Black Guyanese-born British actress playing a southern Black US American pretending to be Black British, following a trend in Black casting. Whether it’s the films *12 Years A Slave* (2013), *Selma* (2014), *Moonlight* (2016), *Get Out* (2017), or even *Queen & Slim* (2019), However, researchers only took a few incidents in the article. The findings of the data show that racism was still taking place in the world. The sentence's details are as follows.

“His wife started a campaign, got some momentum behind it. Guess you'd call it virtue-signaling bullshit.”

The above statement reveals that black individuals face challenges in attaining social rights from white individuals. It implies that in the episode, it is evident that black people have not been able to achieve equal rights in society and continue to strive for them in the future. Unfortunately, the darker side reveals that white people deny them their social rights and freedom. However, there is evidence that black people lack official recognition of their rights in society.

The researcher also obtained data on racism acts from the other vignette of the episode.

“You know, that documentary? Fake news. Hatchet job.”

The data above shows another form of racism that occurred in the white people terrorists. It illustrates that how do the white people organize the propaganda to genocide the black people. Researchers used these lines to explain that black people could not take their rights due to the influence of white people's polity and social pressure. **“Fake news.”** These words depict that the media is also involved to depress the rights of black people, and the media is performing its role as a negative tool to spread fake news. Additionally, white people use the media to spread filthy fake news to cover the black lives issue, and mass media plays a vital role to cover racial issues.

Systemic racism is an unacceptable aspect of our culture. It has deep roots. But that does not mean that it cannot be examined, recognized, and addressed.

-Michael Dimock

Michael Dimock is the founder of a research center in America. He says that the experiences of black Americans differ from those of white Americans in various aspects, as evident from the Center's studies on discrimination, policing, and online harassment. In a report called "Race in America" conducted in 2019, it was found that a higher percentage of black Americans (84%) compared to white Americans (54%) believe that racial discrimination significantly hinders the success of black individuals. Additionally, African Americans are approximately five times more likely than white individuals to report instances of unfair treatment or being stopped by the police. This evidence shows the negative side of racism, and it may be propaganda to cover the negative societal aspect of American society. But, on the other hand, organizations and unions can use this issue for the sake of donation collection. However, this slogan shows that black people are still facing hate such as in the episode blacks use for the medical experiments under contract and in the last they symbolize as the criminal.

CONCLUSION

This study analyzed the theme of Black Suffering in Black Museum. In this study the researcher used Van Dijk's Critical Discourse Analysis model to analyze the portrayal of race and racism in the TV series Black Mirror, focusing on the episode "Black Museum." CDA is a method of studying language that combines various

disciplines to understand the social context, text, and social cognition. According to the finding, researchers revealed the harmony of racism, social discrimination, norms, culture, values and future of the blacks. Such as in the results above, This picture(8) shows the facial expression of white old woman. This scene depicts how a woman feels pleasure and joy to give the electric pain to the black man in the museum. Furthermore, it reveals that white people have hate and social discrimination between them and also illustrates the social ideology of racism in the white people instinct. And, In this picture(4), the character (Jack) is eating the lizard, which serves as a symbol of the longstanding traditions and values of black people throughout history. Albeit, the character (Carrie) soul installed in his consciousness, and she resists him to not eat this insect. In the social cognition, researcher shows the cruel perspective of racism, status inequality, and torture, researchers also observed that this particular episode stands out as the only one to explicitly address the topic of race and racism. Therefore, this study can be studied through Van Dijk's Critical Discourse model, However, this research shows that racism is still existed in the white people and advancement and technology could not change their instinct and blacks people are still suffering from the tyranny and social discrimination in white people societies (Such as; British and American Societies).

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