

Abstract:

The thesis seeks to analyze the media discourse of two print media outlets in the United States between August 1984 and August 1985 to determine the role of media in constructing and representing marginalized groups' identities and experiences in the year following a successful and corporate-backed international mega-sporting event. The study, therefore, explores the American media's role in constructing and representing vulnerable identities in Los Angeles the year after the profitable 1984 Olympic Games. This thesis draws on the theories of poststructuralism, post-neoliberalism, post-colonialism, critical race theory, and feminist theory to critically examine power, discourse, and language in an international context. The thesis uses critical discourse analysis to systematically analyze texts and examine linguistic features to uncover the connections between hidden power dynamics, ideological biases, and social practice. The discourse analysis examines how language and linguistic tools within print media sources construct and reflect identities and representations within a social context. The topic touches on themes of globalization, national identity, cultural diplomacy, human rights, and norm-setting. The selected analyzed sources consist of articles drawn from online databases of one mainstream American newspaper (The Los Angeles Times) and one alternative American newspaper (The Citrus College Clarion) to enable a comprehensive and holistic analysis of the role and impact of US media's constructions of various marginalized groups and identities.