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The Descriptive Analysis of the Stereotypical representations in the Racist Discourse

التحليل الوصفي للتمثيلات النمطية في الخطاب العنصري

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Abstract

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This article is dedicated to the analysis of the racist ideology in literary discourse. Taking clues from discourse historical approach that explained the required discursive strategies in analyzing discourse, the present research examines the different ways in which stereotypes can be encoded in the language of literary texts as well as it investigates the linguistic manifestation of racist beliefs in the language of discourse. The study provides descriptive analysis of different lexical terms and linguistic structures in the literary text 'Heart of Darkness' by Joseph Conrad to offer insights into the way language affects thought. Doing the analysis, we make an attempt to apply the five discursive strategies proposed by Martin Reisigl and Ruth Wodak (2001) to explain the linguistic manifestation of stereotypes. The results of the study revealed that the text is a kind of discourse that creates and reproduces racism with a view to establish a kind of polarization between the ingroup and the outgroup. This racist ideology that dominates the colonial narrative tends to establish social inequality, power, dominance, and discrimination.

ملخص

الكلمات المفتاحية:

هذه المقالة مخصصة لتحليل الأيديولوجية العنصرية في الخطاب الأدبي. بأخذ القرائن من النهج التاريخي للخطاب الذي يشرح الاستراتيجيات الخطابية المطلوبة في تحليل الخطاب، حيث يبحث هذا البحث في الطرق المختلفة التي يمكن بها تشفير الصور النمطية في لغة النصوص الأدبية وكذلك يبحث في المظهر اللغوي للمعتقدات العنصرية في لغة الحوار. تقدم الدراسة تحليلاً وصفيًا للمصطلحات المعجمية المختلفة والهياكل اللغوية في النص الأدبي «قلب الظلام» لجوزيف كونراد لتقديم رؤى حول الطريقة التي تؤثر بها اللغة على الفكر. عند إجراء التحليل، نحن نحاول تطبيق الاستراتيجيات الخطابية الخمس التي اقترحتها مارتن ريسجيل و روث ووداك 2001 لشرح المظهر اللغوي للقوالب النمطية. كشفت نتائج الدراسة أن النص هو نوع من الخطاب الذي يخلق العنصرية ويعيد إنتاجها بهدف إنشاء نوع من الاستقطاب بين الجماعة والمجموعة الخارجية. هذه الأيديولوجية العنصرية التي تهيمن على السرد الاستعماري تميل إلى إنشاء عدم المساواة الاجتماعية، والسلطة، والهيمنة، والتمييز.

الأيديولوجية العنصرية،
الصور النمطية،
النصوص الأدبية،
الاستراتيجيات الخطابية،
المقاربة التاريخية
للخطاب.

1. Introduction

Racism as a social phenomenon is employed to practice social discrimination against social actors which results in excluding them from many social services. Racism is a three-step process that starts with generalizing differences to naturalizing cultural differences and ends with building negative evaluation of the other (Reisigl & Wodak, 2001). Racism manifests itself via different forms and various means. Colonial discourse, for example, plays a crucial role in producing and creating racist ideology because it is considered as a space where racist beliefs manifested. Accordingly, racist discourse is targeted towards annihilating the image of the other that is achieved by emphasizing cultural differences of the outgroup. To uncover how racist ideology is embedded in the language of discourse, researchers employ the discourse historical approach that forms a crucial part of critical discourse analysis. The discourse historical approach provides researchers with five discursive strategies that serve them in analyzing any discourse that propagates social discrimination.

2. Statement of the Problem

Racist ideology is manifested widely in colonial discourse. Accordingly, language use or discourse can be manipulated to create social inequality, discrimination of social actors as well as dominance. To clarify how racist beliefs and attitudes are produced through the use of language, the critical discourse analysis provides the analysts with the different tools to display the hidden ideologies in discourse.

This research aims at uncovering the different discursive strategies used in colonial narratives to represent social actors. It investigates the different ways through which these strategies are realized linguistically.

3. Research Questions

- What are the strategies used to construct the self/other presentation in the literary product 'Heart of Darkness' by Joseph Conrad ?
- How are these strategies realized linguistically ?

4. Reviewing Literature

4.1. Racism and Discourse

Discourse has a vital role in creating and producing racism. While racism is seen as a social phenomenon that manifests itself in different forms and via different means, Discourse is a space where racist beliefs are manifested and embedded. Reisigl and Wodak (2015) shed the light on the kind of relationship between these two concepts :

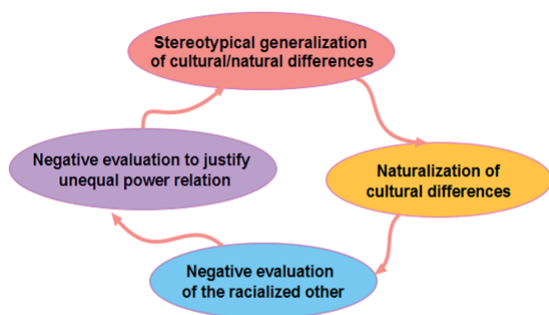
Discourse plays a crucial role in the creation and reproduction of racism. Racism, as both social practice and ideology, manifests itself discursively. On the one hand, racist attitudes and beliefs are produced and promoted by means of discourse, and discriminatory practices are prepared, promulgated, and legitimated through discourse. On the other hand, discourse serves to criticize and argue against racist opinions and practices, that is, to pursue anti-racist strategies (p. 576)

Racism is a social phenomenon that is based on the discrimination of individuals or minority groups by excluding them from different social institutions and services. Racism can be used « ...to exercise power, to oppress and exploit specific social groups. Often, "race" is employed to deny specific groups access to relevant resources, to work, welfare services, benefits, housing, and political rights » (Reisigl & Wodak, 2015, p. 577) .

Besides the fact that racism is a kind of social discrimination against social minorities, it involves many practices through which discourse plays an important role. The social practices are based on both the natural and cultural differences . Racism as a process begins with generalizing those kinds of differences to have what do we call stereotypical generalizations. This is accompanied by the naturalization of cultural differences. This entails linking natural traits(real or imaginary) with cultural and social features. After naturalizing cultural differences, a negative evaluation of the other is built to be used as a tool to justify social exclusion of minorities and unequal power relations (Reisigl & Wodak, 2015, pp. 578-579). The following diagram illustrates the different processes of racism

in discourse:

Figure 1



The Social Practices of Racism in Discourse

Racist discourse, according to Van Dijk (2004), is dominated by three main topics « topics emphasizing the differences of Others, and hence their distance from the we-group; topics emphasizing that the behavior of Others is deviant and breaches the norms and rules of the ingroup; and topics referring to “them” in terms of a threat » (Reisigl & Wodak, 2015, p. 580). In one way or another, all the topics are targeted towards annihilating the image of the racialised Other. As language use can be manipulated to produce racism in discourse, ideology also occupies a central role in establishing unequal relations.

4.2. Ideology, Racism and Discourse

Ideology, as a term, is seen as a group of ideas, opinions, or beliefs that are socially shared by individuals. Ideology in critical discourse analysis occupies a prominent interest among discourse analysts. Reisigl and Wodak (2001) define ideology as having a crucial role in establishing unequal relations. Teun A. Van Dijk (2007) attributes a cognitive aspect to the concept ideology. This appears clearly in the definition he provides for the concept. He defines ideology as a belief system gradually developed by individuals and become socially shared by community members (pp. 116-117).

In an attempt to identify the type of relationship between the three concepts : racism, ideology and discourse, Teun A. Van Dijk (2000) said that both racism and ideology are the product of discourse. He proposed a new theory of ideology that considered

ideologies as abstract mental representations that influence the attitudes of individuals. (p. 93)

Critical discourse analysis aims at investigating the different ways through which ideology is embedded in discourse. Reisigl and Wodak (2001) claim that the aim of CDA is to uncover the different ideologies hidden in discourse (p. 10).

To outline the ideology-discourse interface, Van Dijk (2007) reports that « Ideologies are expressed and generally reproduced in the social practices of their members, and more particularly acquired, confirmed, changed and perpetuated through discourse » (p. 115). That is to say, discourse is the space through which social individuals develop and change their ideologies. Van Dijk (2007) adds that is through this ‘belief systems’ that people create barriers between the ingroup and the outgroup. Also, they tend to intensify the good features of the ingroup members and mitigate those of the outgroup individuals. Discourse analysis offers the required strategies to study the structures of ideological polarization used in text structures (p. 115)

Ideology, social representation and attitudes are key words in explaining the relationship between discourse and ideology. In Van Dijk’s words (2007) :

Ideologies have been defined as foundational beliefs that underlie the shared social representations of specific kinds of social groups. These representations are in turn the basis of discourse and other social practices. It has also been assumed that ideologies are largely expressed and acquired by discourse, that is, by spoken or written communicative interaction. When group members explain, motivate or legitimate their (group-based) actions, they typically do so in terms of ideological discourse. (p.121)

Taking the aforementioned words into account, one can say that ‘belief systems’ lead to the formulation of the social representation of groups. These representations dominate the different levels of discourse. So it is through discourse that people share their cognitive belief systems, express and modify them. Discourse is not the same as ideology but it offers the space where such beliefs and ideas being acquired, developed and changed through time.

The discourse analytical approach sounds of crucial value in investigating the different ways ideologies are developed through discourse. The ideology is of different types and various categories. The ideology of domination naming racism, for example, has a great role in influencing people's thoughts and attitudes. However, ideology does not have just one side, i.e, it is not used solely for reproducing racist ideas and beliefs but it can, also be used for resisting such beliefs. With a view to clarify how can discourse be used to create 'us versus them' binary position, Van Dijk (2013) explains that discourse is usually employed to display different ideologies that are structured from emphasizing the positive description of the ingroup and the negative description of the outgroup. Such binary opposition works to affect the different levels of discourse. (p. 180)

After highlighting the kind of relationship between racism, ideology and discourse the following section provides a description of the critical discourse analysis as a tool of analyzing racist ideologies in discourse.

4.3. Critical Discourse Analysis

Critical discourse analysis is a research tool used to examine how inequality, power, dominance and racist ideas are embedded in the language of discourse. Teun A. Van Dijk (2015) defines CDA as follows : « Critical Discourse Analysis (CDA) is discourse analytical research that primarily studies the way social-power abuse and inequality are enacted, reproduced, legitimated, and resisted by text and talk in the social and political context » (p. 466). According to Van Dijk (2015), CDA investigates the different ways of using discourse to produce unequal power relations.

In identifying the place of language in discourse, some define it as closely related to ideology through which some groups of people use it to exercise power over minorities. Ruth Wodak (2001) explains that CDA aims at analyzing how language use or discourse can be manipulated to create social inequality between social actors. Its role is based on uncovering the type of relationship between language power and social discrimination in discourse (p. 2).

Different approaches and methods can be identified

within the scope of CDA. The discourse historical approach, for instance, has been used widely by researchers to investigate the phenomenon of racist discrimination against minorities. Racist discourses vary widely in their genres but they share the use of similar discursive strategies.

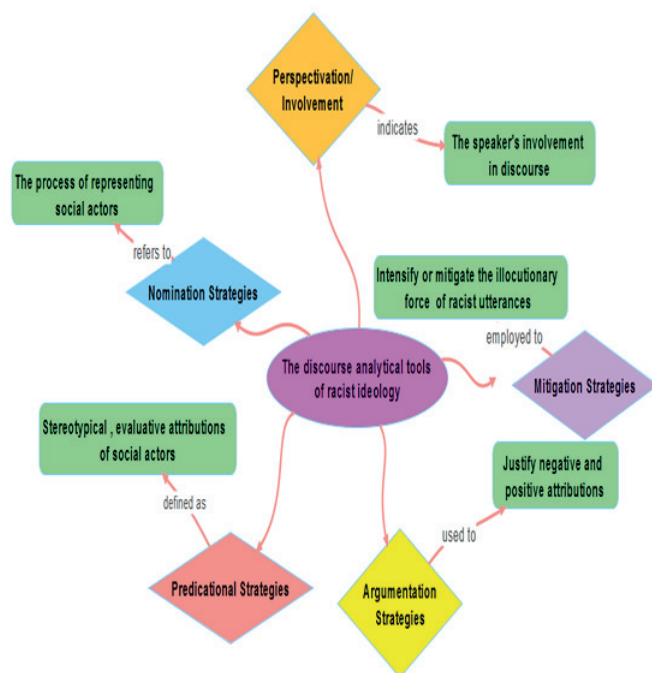
Similar to the views of Fairclough, Wodak (2001) considers discourse as a social practice. In Wodak's approach, the concept 'triangulation' plays a key role in analyzing the relationship between discursive and social practices. Reisigl and Wodak (2001) Claim that "In exploring the discursive construction of collective groups like 'races', nations and ethnicities, our interdisciplinary approach combines historical, sociopolitical and linguistic perspectives." (p. 40) Reisigl and Wodak (2001) sketch out many guidelines, about the discursive strategies, that will serve analysts in analyzing texts with racist beliefs :

- ◆ How are persons named and referred to linguistically? (*referential strategies*).
- What traits, characteristics, qualities and features are attributed to them? (*predicational strategies*).
- ◆ By means of what arguments and argumentation schemes do specific persons or social groups try to justify and legitimate the exclusion, discrimination, suppression and exploitation of others? (*argumentation strategies*, including fallacies). (Reisigl & Wodak, 2001)
- ◆ From what perspective or point of view are these namings, attributions and arguments expressed? (*perspectivation and framing strategies*).
- ◆ Are the respective discriminating utterances articulated overtly, are they even intensified or are they mitigated? (mitigation and intensification strategies) (Reisigl & Wodak, 2001, p. xiii).

Reisigl and Wodak (2001) employed the use of the discourse historical approach in analyzing the racist discourse in different studies. They based their analysis on the use of many discursive strategies that are built around the aforementioned five questions. These strategies are targeted towards knowing the different ways of ' positive self and negative other presentation'.

Strategy is defined as « ... a more or less accurate and more or less intentional plan of practices (including discursive practices) adopted to achieve a particular social, political, psychological or linguistic aim.» (Reisigl & Wodak, (2001), p. 44) . The strategies of self and other presentation suggested by Reisigl and Wodak 2001 can be summed up through this diagram:

Figure 2



The discursive strategies in discourse

5. Methodological Outline : The Discourse Historical Approach in Practice

5.1. Method

The current study falls within the paradigm of qualitative inquiry that seeks the depth understanding of a specific phenomenon and the holistic picture of research, i.e. investigating a specific area of research in its natural setting. The qualitative research, in contrast to the quantitative one that is about the relationship between variables, refers to the process of collecting, analyzing and interpreting comprehensible narrative visual data in order to gain insights into a particular point of interest. Because the primary goal of the research is to analyse racist discourse, we opt for the

content analysis or what is called document analysis. Content analysis refers to any study that is based on analyzing a document either it is written or visual.

As a document for analysis, we choose the literary text ‘Heart of Darkness’ by the English writer Joseph Conrad. This text fits our aims as it is a good example of racist discourse. The novella is about the depiction of the Non-Europeans as ‘savages’, ‘niggers’ and ‘Cannibals’. The author created a kind of polarization that is manifested widely through the language of the text. The writer exposes the reader to a description of the African continent in total opposition to England. He uses linguistic terms that dehumanize the African characters and put them in a binary opposition to the British social actors. Marlow, as the protagonist of the novella, uses derogatory language to describe the Africans. At different instances, he uses animal comparison to refer to them (ants, bees, horses, etc). The African character, in the text, is silenced and excluded from representation as the narrator, over the course of the text, never refer to the African characters employing proper names.

Relying on the different tenets of critical discourse analysis, we will try to put into action the five strategies proposed by Reisigl and Wodak (2001) to uncover the hidden meaning of words and sentences. Besides the fact that these strategies will build up the analysis, they will be employed to outline the codes and categories of the required data.

Before we put the discourse historical approach into practice, we must sketch out the five discursive strategies proposed by Wodak (referential, predication, argumentation, intensification/ mitigation, perspectivation/involvement)

◆ **Referential strategies** : refer to the process of representing, constructing or naming social actors either positively or negatively. This can be achieved by using categorisation devices, tropes or metaphors. Using categorisation devices means implying inclusion and exclusion in identifying ingroups and outgroups. Social actors can also be represented through positive or negative evaluations. Reisigl and

Wodak (2001) outlines different discourse structures that are common in referential strategy. Below we shed the light on some of those structures that would serve us in our case study :

◆ **‘Racionyms’** : is based on the use of colour metaphors related to body parts (Blacks, Negros, Dark skins, etc)

◆ **Xenonyms (EXPLICIT DISSIMILATION)** refers to the process of discrimination social actors by putting them in a category that is different from in*groups (foreigners, aliens)

◆ **Anthroponyms** : used to denote mental deficiency (stupid, idiot)

◆ **Ethnonyms** (ethnification) used to discriminate social actors based on their ethnicity (American, eastern European, etc)

◆ **Synecdochising** : refers to primitivity or lack of civilisation (**barefooted, unskilled, bush negroes**)

◆ **Specific negative],qualionyms, negationyms (illegals, unemployed, unskilled)**

◆ **Deictics : we, us, they, them.**

◆ **Collectives : family, group, nat**

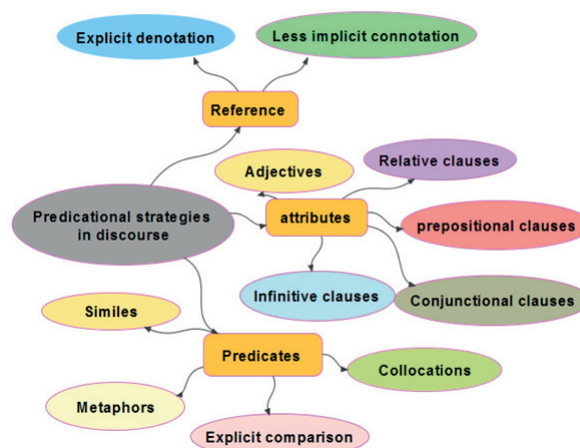
◆ **Anthroponyms referring to a person in terms of living on a place (resident, inhabitant, occupier)**

◆ **Origonyms : natives, ancestors**

◆ **Predicational Strategies** : These strategies are defined as « ...stereotypical, evaluative attributions of negative and positive traits in the linguistic form of implicit or explicit predicates. » (Reisigl & Wodak, 2001, p. 45) . They are used to represent social actor either negatively or positively based on moral or physical traits. Predication is a process that results in : ...linguistically assigning qualities to persons, animals, objects, events, actions and social phenomena. Through predication, persons, things, events and practices are specified and characterised with respect to quality, quantity, space, time and so on. Predications are linguistically more or less evaluative (deprecatory or appreciative), explicit or implicit and – like reference and argumentation – specific or vague/evasive. (Reisigl & Wodak, 2001, p. 54)

Predications in discourse can be realised differently :

Figure 3



The predicational strategies

◆ **Argumentation** : This discursive strategy is used to justify the negative other description of social actors. It is realised through the use of different discourse structures.

• **Fallacy** : Is employed to justify discrimination against social actors by «... appealing to physical or other forms of force, violence and fear instead of using plausible and relevant arguments. » (Reisigl & Wodak, 2001, p. 72)

• **Topos** : are defined as « ...as parts of argumentation that belong to the obligatory, either explicit or inferable premises. » (Reisigl & Wodak, 2001, p. 75). They are used to discriminate social actors and to make them as a different category from the ingroup.

• PERSPECTIVATION

This strategy refers to the process that is used by speakers to « ...express their involvement in discourse and position their point of view in the discursive flux: for example, in the reporting, description, narration and quotation of discriminatory events or utterances and, not least, in the discursive practice of discrimination itself. » (Reisigl & Wodak, 2001, p. 81)

• **MITIGATION / INTENSIFICATION** They « ...are applied to qualify and modify the epistemic status of a proposition, the degree of certainty, and to modify the speakers' or writers' expressiveness as well as the persuasive impact on the hearers and readers. They

either intensify or mitigate the illocutionary force of racist, antisemitic, nationalist or ethnicist utterances.» (Reisigl & Wodak, 2001, p. 81)

6. Results and Discussion

The study follows a three-dimensional process. The foremost step is to select a specific discourse with racist content. Second, we apply the different discursive strategies to the analysis of racist and discriminatory ideas in the document. Third, we accomplish the process of analysis with identifying linguistic manifestations of the discriminatory stereotypes.

The qualitative inquiry is used to analyse the different ways through which discursive strategies of negative-other representation are realized linguistically. Investigating how racist ideologies are embedded in linguistic terms is significant as it explains how language is used to control readers' minds. Discourse can influence mental models of readers sharply. It is seen a peaceful means of practicing dominance. In other words, it is 'passive aggressive method' of maintaining dominance. Accordingly, the analysis will reveal how linguistic terms can be used to maintain dominance over readers' attitudes and opinions.

Implementing the discourse historical approach to analyze the linguistic manifestation of stereotypes hidden in the text, we came to the result that the five discursive strategies of the other presentation are employed widely in the text.

Speaking about the first discursive strategy 'Nomination strategy', we find that the author constructs discursively social actors using proper names, deictics, racionyms, specific body meronyms, ethnonyms, Synecdochising, Anthroponyms. The nomination strategies found in the text are illustrated below :

Table 1 : The Nomination strategy

The Nomination Strategy	Examples
Discursive construction of social actors	<p>Proper names : Marlow, Kurtz.</p> <p>Deictics : we, they</p> <p>Racionyms : black fellows</p> <p>Specific body meronyms : horned heads.</p> <p>Ethnonyms : European Clothes.</p>

In representing social actors negatively in the text, the author attributes different negative traits to the outgroup members. This is realized linguistically using a variety of structures that vary from predicates including ,similes and metaphors ,to references ; explicit denotation, less implicit connotation and attributes including ;adjectives and prepositional clauses. Examples are illustrated in the table :

Table2 : Predicational Strategies

Predicational strategies	Examples
Reference	<p>Explicit denotation : The fool nigger</p> <p>Less implicit connotation : a place of darkness</p>
Predicates	<p>Simile : « a lot of people, mostly black and naked, moved about like ants »</p> <p>Metaphor : « I thought of these two guarding the door of darkness »</p>
Attributes	<p>Adjectives : Savages ,uncivilized</p> <p>Prepositional clause : « ...streams of human beings- of naked human beings- with spears in their hands, with bows, with shields, ... and savage movements, were poured into the clearing by the darkfaced and pensive forest. »</p>

The third discursive strategy that is employed in the text to justify the negative other presentation as well as the presence of the British colony in Africa is 'Argumentation'. This strategy is employed to justify the discrimination against social actors.

Table 3 : Argumentation strategy

Argumentation strategy	Examples
Fallacy	« ...I have got a heavenly mission to civilise you »

As to the fourth strategy 'perspectivation', it is about the involvement or the point of view of the writer in the text. This strategy can be illustrated through the

use of direct speech or deictics as it is exemplified in the table.

Table 4 : Perspectivation

Perspectivation	Examples
Direct Speech	« we... must Necessarily appear to them (savages)in the nature of supernatural beings- we approach them with the might as of deity, »

In the novella, the author narrates some incidents with a view to intensify the racist attitude towards social actors.

Table 5 : Mitigation and intensification

Intensification	Examples
Verbs of feeling, saying, thinking	« When one has got to make correct entries, one comes to hate those savages- hate them to the death »

In analyzing the literary product ‘Heart of Darkness’, we can spot the light on the racist attitude of the author that can be illustrated through the linguistic realisation of discriminatory stereotypes. Racist attitudes and opinions are grouped under the five discursive strategies that are overlapped from incident to another in the text .

The text is dominated by the use of ‘*Linguistic exclusion*’ and ‘*linguistic inclusion*’. These strategies are realised linguistically in the text. The author sounds inclusive when he refers to the British participation figures. On one hand, he uses proper nouns to refer to British social actors (Charlie Marlow , Mrs,Kurtz). On the other hand, African characters in the novella ‘ Heart of Darkness’ are referred to using either deictics ‘ they, he’ or Racionyms like ‘*dark things*’, ‘*black fellows*’. This is a kind of linguistic exclusion of the outgroup category from linguistic representation. They are not representend through nomination. They are absent in the text as they are only represented through adjectives like ‘*savages*’ or ‘*cannibals*’. This type of linguistic exclusion functions sharply in intensifying the racist attitudes towards the African character in the text.

Social actors in the text are identified using references as ‘savages’ , ‘mute’, ‘prehistoric’, ‘uncivilized’ , ‘primitive,’ ‘criminals’, all of which work to discriminate the social actors marking out the ‘us versus them’ dichotomy. The author relies also on ‘synecdochisation’ as a strategy of referential identification. He usually uses traits or features to refer to outgroup members negatively. This appears clearly through the linguistic manifestation in the text : ‘*Long black legs*’, ‘*long black arms*’, ‘*horned heads*’.

Through the use of the deictics ‘I’ we’, the writer intensifies the cultural differences between the colonizer and the colonized. Referring to the ingroup category employing ‘I ‘ entails the reference to superiority, civilisation, and development of the ingroup community. In contrast, by using the deictic ‘they’, they exclude the African people who have been dehumanized through the use of some linguistic terms as ‘ dark things’ or ‘ dark shadows’

Another salient aspect in the novel is the setting where the events took place ‘ The Congo river’. It is described through the use of many references : ‘the door of darkness’, ‘the heart of darkness’, ‘the center of the world’, ‘a place of darkness’ ...all of which connotatively refers to the primitivity of its people. This description works also to justify the colonizer’s presence in Africa as it is illustrated linguistically in the text ‘...*I have got a heavenly mission to civilise you* ».

In the text, the writer tries to divide the world into black and white, civilized and primitive, superior and inferior. This is achieved through the use of many predicational strategies : similes, metaphors, prepositional clauses and adjectives. All of which work as an argument to justify the discrimination against and the exclusion of social actors. Using the following prepositional clause : « ...streams of human beings- of naked human beings- with spears in their hands, with bows, with shields, with wild glances and savage movements, were poured into the clearing by the darkfaced and pensive forest », the author describes the African character derogatively to build up his argumentation.

The involvement of the writer in representing the African character negatively can be detected widely

in the novella. The analysis of the text reveals the chauvinistic attitude of the author that is displayed through the use of many quotes which tend to negativise social actors in the mental models of readers :

He began with the argument that we whites, from the point of development we had arrived at, « must Necessarily appear to them (savages) in the nature of supernatural beings- we approach them with the might as of deity, » and so on, and so on.

The involvement of the speaker appears clearly in the quote as he speaks from a British colonizer's point of view justifying the British presence in Africa. In using the deictic 'We', the author seems inclusive in trying to represent the view of his community. This is displayed more in the exclusion strategy through which he refers to the African character derogatively 'to them (savages). Using these deictics, the author creates a binary opposition between the ingroup and the outgroup communities.

The involvement of the writer appears also through the use of the direct and the indirect speech, as well as the use of quotation as it is exemplified in table (4) . The text is rich with the use of a constructed dialogue between characters. This is a way through which we can detect the author's attitude and voice .

The attributes used by Conrad to denote the African character (black, unhappy savages, primitive man, prehistoric man) have an intensifying function. The racist intensification also is expressed through verbs of feeling and thinking. This can be displayed using Conrad's words : « When one has got to make correct entries, one comes to hate those savages- hate them to the death ». This quote is a good example to illustrate the racist attitude of the writer against Africans. Such quotes not only show the racist discrimination of the British but also create cultural barriers between the two groups.

The analysis of the colonial narrative in the light of the DHA revealed that the text is a kind of discourse that creates and reproduces racism with a view to establish a kind of polarization between the ingroup and the outgroup. This racist ideology that dominates the colonial narrative tends to establish social inequality, power, dominance, and discrimination.

7. Conclusion

The other negative representation is employed by the writer to negativise the outgroup community's members through the use of discursive strategies. The writer relies on the power of language to propagate the racist ideology resulting in discriminatory stereotypes about the outgroup. We can say that the literary text 'Heart of Darkness' is a kind of racist discourse that aims at influencing the mental models of readers. Applying the discursive strategies of discourse to analyse the text, we provide some hints of how racist ideology is hidden in linguistic terms. More importantly, racist ideology that is embedded in linguistic terms is used with a view to influence the mental models of readers to accept the image of social actors

Conflict of Interest

The authors declare that they have no conflict of interest.

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