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Anti-Racial Theme in Michael Jackson's selected *Lyrics*

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By

Ram Bahadur Rai

Roll No.17

Central Department of English

Kirtipur, Kathmandu

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Tribhuvan University  
Central Department of English  
Kirtipur, Kathmandu

**Letter of Recommendation**

Ram Bahadur Rai has completed his thesis on “Anti-racial theme in Michael Jackson’s Selected Lyrics” under my supervision. He carried out his research paper from August 2015 to March 2016. I hereby recommend his thesis to be submitted for viva voce.

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Mr. Diwakar Upadhyay

Supervisor

Date: 2073-01-

Tribhuwan University  
Central Department of English  
Kirtipur, Kathmandu

**Letter of Approval**

This thesis entitled “Anti-racial theme in Michael Jackson’s Selected *Lyrics*”  
submitted to Central Department of English, Tribhuwan University, by Ram Bahadur  
Rai has been approved by the undersigned members of the research committee:

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Internal Examiner

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External Examiner

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Head of

Central Department of English

Date: Mach, 19 2016

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## **Abstract**

This research paper explores about racial equality expressed in Michael Joseph Jackson's lyrics "Black or White" and "They Don't Care about Us". In revealing expression and feeling, the researcher uses rhetorical analysis with the meaning of the lyrics of the songs. The researcher shows an interest in discussing racial issue by using rhetorical analysis tool because this topic is very significant among the black people, especially this has been experienced by such famous pop singer as Michael Jackson who comes from a black background. The researcher has used a method of library research and internet based research for collecting the authentic books and data. The authentic books, data, magazines, scrutinizing and critically searching of lyrics and music, recorded songs, review articles, flash media interviews and additional references have been used in the course of completing this research. The analysis in this research paper raises the issue of anti-racial theme by using rhetorical analysis. The result shows that Michael Joseph Jackson expresses his feeling against the discrimination between races, especially between White American and Afro-American in his private life because its effect is disastrous and damaging for human civilization. This is why Michael Jackson conveys the message of racial equality through the pieces of the lyrical songs.

## **Anti-racial Theme in Michael Jackson's Selected Lyrics**

The research paper focuses on the issue of racial equality in Michael Jackson's two selective lyrics "Black or White" and "They Don't Care about Us". This issue is very significant because Afro-American black people have been suffering in the furnace of racial segregation and color persecution, even though they are human being just as like white people.

The civil right movement had provided them equal right, but it is only in constitution not in practical life. On July 2, 1964, Lyndon Baines Johnson, signed the Civil Rights Act of 1964, that banned discrimination based on race, color, religion, sex or national origin in employment practices and public accommodations. Although the law could not nullify such unjust racial segregation in the American society.

The practicing of traditional racial prejudice, and negative racial stereotyping has caused the serious suffering to the African-American people. Such kind of injustice and racial segregation inseminated and germinated the seed of counteraction in Michael Joseph Jackson's mind. As a result he came up with the lyrics in which he protests against racism.

I am interested in this issue because Nepal also still suffering by racial hierarchy and fatalism. Fatalism refers a belief that what will happen has already been decided and cannot be changed. The four caste system of Nepal has been deeply rooted in Nepali society and psychology. The belief of upper caste and lower caste still exist and practiced in society. Although the constitution of Nepal guaranteed the right against untouchability and discrimination as the fundamental right.

In the new constitution of Nepal (2072), part 3 of 24 there has been mentioned: "No person shall be treated with any kind of discrimination in any private or public place on grounds of caste, ethnicity, origin, community, occupation, or

physical condition”(11). According to this fundamental right of constitution of Nepal, all type of discriminations have been tried to erase and avoid from Nepali society. Although its implementation is very challenging as the burning issue of fatalism and racial hierarchy which has been deeply rooted in Nepali concept.

Today scholars are beginning to realize that “race” and racial hierarchy is nothing more and less than a social and cultural invention. In the context of North America, such kind of inhuman racial segregation within human race had begun by the European colonists. They constructed human differences, established a hierarchy of “races” for social, economic, and political purposes. The concept of race was created as a classification of human beings with the purpose of giving power to white people and to legitimize the dominance of white people over non-white people.

In the past, many writers, critics and philosophers like James Baldwin, Richard Wright Amiri Baraka, Octavia E. Butler and many more scholars had written and published their several literary work on Black people’s plight and suffering. Then, the ideology and concept of race, racism and anti-racism evolved and became the part of study. Gradually it entered into literary field and developed as a literary criticism.

In the English language, the term “Race” first appeared around in the seventeenth century. In scientific writing, North American began to use the term by the late eighteenth century. Then, “Racism” began to be studied by scientists in the nineteenth century. Scholars began to link race with ideology. By the mid-nineteenth century, there was a general agreement that the world population could be divided into a variety of races and groups of people who shared similar phenotypical attributes and observable characteristics, like as skin color, hair texture, eye shape and other facial features. This process of race categorization is referred to as radicalization and became the cause for the emergence of racism as an ideology. John Storey states:

The first thing to insist on in discussions of ‘race’ is that there is just one human race. Human biology does not divide people into different ‘races’; it is racism (and sometimes its counter arguments) that insists on this division. In other words, ‘race’ is a cultural and historical category, a way of making *difference* signify between people of a variety of skin tones. What is important is not difference as such, but how it is made to signify; how it is made meaningful in terms of a social and political hierarchy. This is not deny that human beings come in different colors and with different physical features, but it is to insist that these differences do not issue meanings; they have to be made to mean. (167)

Racism is an ideology and belief that claims the human species can be divided into discrete, distinct and separate biological groupings that determine the behaviour, economic and political success of individuals. Thus, the biological factors can be used to explain with relating the individual success and achievement. This ideology also includes the belief that there is a natural hierarchical ordering of groups of people so that superior “races” can dominate inferior race.

The term “Racism” is commonly used, often negatively as “racist” and is associated with race-based prejudice, violence, dislike, discrimination and oppression. Racist thinking believes that differences among superior and inferior racial groups are innate and not subject to change. Thus, intelligence, attitudes and beliefs are viewed as not affected by ones environment. The existence of groups at the bottom or top of the social hierarchy is interpreted as the natural outcome of an inferior or superior biological makeup and not the result of social influences. Such kind of biased inhuman ideology caused the emergence of anti-racism ideology.



Anti-racism is the ideology of counteraction to the racism. It includes the beliefs, actions, movements and policies to oppose racism. In general, anti-racism is intended to promote an egalitarian society where the people do not face discrimination on the basis of their race, religion, ethnicity and geography. Egalitarianism is derived from French language. It means “equal” and it is a trend of thought that favors equality for all people. Some sources define egalitarianism as the point of view that equality reflects the natural state of humanity.

According to the Stanford Encyclopedia of Philosophy, “egalitarianism doctrines maintain that all humans are equal in fundamental worth or social status”. (page ) Although, the fundamental equal human right has been becoming beyond the access of black people in America due to the widespread racism. Such condition of being deprived from fundamental right, people attempts to obtain the equal human right and raises the voice of equality. This point is related to how Michael Jackson put his feeling, the essential value and messages into his pop music lyrics.

Essentially, the researcher believes that anti-racism is an act or attitude of individual, groups community or society that against the existence of racism. Most people typically interpret that racism is intended only for the black race. According to John Storey, previous subculture has given a recognition of the history of ethnic inequality and racism, and the struggle for collective self-representation by blacks. (270)

In other words, Racism is the belief that the genetic factors which constitute race, ethnicity, nationality are the primarily determinant of human traits and capacities and that ethnic differences produce an inherent superiority of a particular race. People who cried in suffer of such racial discrimination and color persecution tried to get equality from the whole society with the message of racial equality. In expressing the

emotion, literary work can be done with the message of opposing racism. French Marxist literary critic Pierre Macherey (40) states that the literature work turns into a theoretical object.

Through music and lyrics, people could make a movement to fight against racism. There are so many kinds of lyrics and songs created and sung by many great talents in this world, and one of them is the legendary Michael Joseph Jackson. Two of his works which have become a controversy in his career were “Black or White” and “They Don’t Care about Us”. These songs were released in November 11, 1991 and March 31, 1996 respectively. These songs were written, composed, and arranged by Michael Jackson himself and rap lyrics of “Black or White” written by Bill Bottrell who is a record producer and songwriter based in Northern California. These are the songs which promotes racial equality and harmony.

The reason why the researcher chose the subject of song lyrics to finding out the real expression of someone, especially Michael Joseph Jackson, and revealing his feelings against racism through the lyrics of the songs. On the other hand, the researcher can determine the event happened in the postmodern era (after 1945 to the present) in the surface of the earth. Beside of its content, the researcher shows an interest; how the lyricist chose the words or diction in “Black or White” and “They Don’t Care about Us”. Singing the songs, Michael seemed to convince the listener and the world to know that he does not mind to interact with whether he or she is black or white people.

The researcher uses the library research, internet searching and secondary resource to collect the data. The sources that the researcher used are books, e-books, articles, journals, supporting materials, internet searching and other references such as

*New York Post*, *Jet*, and *Ebony* magazines. The researcher links the case issue to the title of this research related to the anti-racism.

The two aspects have been explained as the research question, which are intrinsic elements and extrinsic aspect. In addition, the relation between intrinsic and extrinsic are also have been explained in detail.

In the research, the researcher analyses the intrinsic elements by using the rhetorical analysis and links it with extrinsic aspects of the lyrics. For limitation of the research, the researcher focuses on Michael Jackson's thought which is against racism for racial equality through his interviews and collected data which the same message reflected in the lyrics by using the rhetorical analysis theory.

In the extrinsic aspects of the lyrics the researcher mentions the background of affecting factors of the lyrics. The social and cultural environment which enforced the lyricist to generate the realist art and literature or social realism as the creation of lyrics. This point is related to the racism made Michael Jackson to compose the lyrics. The lyrics conveys the message of racial equality with the anti-racial theme as counteract the racism.

Racism is a belief of a set of implicit assumption about the superiority of one race or ethnic group other than that of one's own. In the course of social dealings racism exists both in conscious and unconscious level. But, to the core, its effect is disastrous damaging both victims and the victimizers if it is practiced in an unhealthy manner.

Racism is largely controlled by cultural and social factor rather than heritage attribute and difference innate traits. So Racism is culturally constructed by whites to dominate the others. The word discrimination denotes the denial of equality based on personal characteristics such as race and color.

The concept of Negro race as inferior and European American as superior or civilized is based on the racial belief and ideology. The racist ideology and discriminatory belief that has been carved in whites psyche which never let them to treat blacks as human beings as their equal. Racism helps whites to consider themselves superior by birth. On the contrary blacks are considered as inferior uncivilized, barbaric and inhuman by the same manner. John Storey says:

Racism is more about particularity than physical features. Racism can be defined as an ethnic group's assertion or maintenance of a privileged and protected status members of another group or groups who are thought, because of defective ancestry, to possess a set of socially relevant characteristics that disqualify them from full membership in a community or citizenship in a nation-state. Racial separatism is the belief, most of the time based on racism, that different races should remain segregated and apart from one another. (2009: 167)

As racial and ethnic concept evolved and then the discrimination, segregation and inequality issues decreased. For Americans, race is a fictional political narrative that has psychological and sociological elements, as an example, appearing in the life and appearance of Michael Jackson with racially ambiguous expression. The researcher believes that Michael Jackson challenged the world to be change, and color-conscious racist world he dared to utter that social relation should not be affected by skin color through his lyrics.

The Relation between the Intrinsic and Extrinsic Aspects have been described to show the relevance of context in the text. The objective of revealing an internal problem in the literature is how to link the intrinsic elements, which builds the literary work from the inner aspects, and extrinsic elements, which create the literary work

with the outer aspect and they are coherently connected to each other. The aim of the structural analysis is to explain carefully the functions and interrelationships of various literary elements that produce collectively a particular message. Michael Jackson's vocabulary in the songs "Black or White" and "They Don't Care about Us" can be interpreted through the experiences and feelings felt by Michael Jackson through the lyrics by using rhetorical analysis.

"Black or White" and "They Don't Care about Us" mostly talks about against racism for racial equality. Michael shows his whole expression against racial segregation and color persecution. In 1979, Michael firstly gives his confession about his opposition to the difference of the human race in *JET* magazine interview:

The people told us 'just deal with it' (racism), because that's how the South is. That's ignorance and it's taught, because it's not genetic at all. The little children in those (countries) aren't prejudiced. I would like for you to put this in quotes, too. I'm really not a prejudiced person at all. I believe that people should think about God more and creation. Look at the many wonders inside the human body the different color of organs, colors of blood – and all these colors do different things in the human body. It's the most incredible system in the world; it makes an incredible building, the human being. And if this can happen with the human body, why can't we do it as people? And that's how I feel. And that's why I wish the world could do more. That (racism) is the only thing I hate. I really do. And that's why I try to write, put it in songs, put it in dance, put it in my art to teach the world. If politicians can't do it, poets should put it in poetry and

writers should put it in novels. That's what we have to do and I think it's so important to save the world. (John Harold Johnson, 1979)

Based on the above statement, Michael mentions the south, which refers to the area of South America, where there was once quite a lot of slavery incidents happened in the seventeenth century. He also believes that whether a black or white, it is still a human being as same as the other human being. As expression of his disagreement toward racism, Michael Jackson said that he was trying to write and pour it into his songs, dance, and his art in order to convey his message to the world. He even repeated the same statement in the *Ebony* Interview in 1984:

EBONY: Did your travels have any influence on the way you think about races of people?

MICHAEL: The main thing that I hate most is ignorance, like the prejudice problems of America. I know it is worse in some other countries. But I wish I could borrow, like from Venezuela or Trinidad, the real love of color-blind people and bring it to America...

EBONY: You are making some observations with intense feelings. Please continue.

MICHAEL: I'm prejudiced against ignorance. That's what I'm mainly prejudiced against. It's only ignorance and it's taught because it's not genetic at all. The little children in those [countries] aren't prejudiced. I would like for you to put this in quotes, too. I'm really not a prejudiced person at all. I believe that people should think about God more and creation... Look at the many wonders inside the human body the different colors of organs, colors of blood and all these different colors do a different thing in the human body. It's the most incredible

system in the world; it makes an incredible building, the human being. And if this can happen with the human body, why can't we do it as people? And that's how I feel. And that's why I wish the world could do more. That's the only thing I hate. I really do. (John H. Johnson, 1984)

In this Interview, it is found that Michael Jackson was stand against ignorance as well. He believes that in Venezuela and Trinidad were countries with the people which did not discriminate between races, unlike in the America which still has problems against prejudice. America is a multiculturalist's country. Many immigrants have moved to America with varied reasons. Since that time, different skin colors, different languages, different blood and different lifestyle can be found in the town or countryside. Michael considers this thing as a wonderful human being system. Not only Michael Jackson, Bill Bottrel a rap lyricist also supports racial equality and opposes racial differences through his rap lyric. In Willa Stillwater and Joie Collins's blog (on-line journal), it is described Bill's opinion about writing the "Black or White" song's rap lyrics:

...the white rap section in "Black or White" uses black hip hop, but runs it through a white perspective, Bill Bottrell's feel good lyrics and performance. The previous section, "I am tired of this devil" uses white hard rock and heavy metal but runs it through a black perspective and the frustration of racial injustice. He is deliberately confusing musical codes here, attempting to integrate all these perspectives into a single view in a very trans-ethnic way (the way he uses his body). He is autonomously choosing the perspectives he

wishes to use, ingeniously expressing the Black or White theme in the song (Willa and Joie, 2012).

In the statement above, he says that he wrote the rap lyric on his white perspective and black perspective. By this revelation, Bill Bottrel gave recognition to his audience that he definitely support Michael's emotion with writing white rap lyric about racial equality to oppose racism. Michael Jackson says that he wanted to put his feeling against racism into his songs. His emotion led him to pour the anti-racial expression through the lyrics, which was his desire for acknowledge about racial equality to the whole world. This is exactly what Stuart Hall (Jamaican-born cultural theorist) and Paddy Whannel (Scottish film scholar) say that pop songs reflect people's emotion and passion, in their book "*The popular Arts*". Hall and Whannel (296) believes that pop music exhibits emotional realism. Through "Black or White", and "They Don't Care About Us" Michael's anger is confined and anti-racism became the safer and more polite expression.

Michael Jackson was born in a black family in Gary, Indiana on August 29, 1958. Michael's career began when joining his brothers in the Jackson 5. But then, in the mid-nineteen seventies Michael Jackson left Motown, and transitioned into solo career and continued his musical journey with a large number of multiracial and international fans. Through his songs, Michael Jackson successfully conveys his emotions and messages to the world. Many people admires the struggle and career of the *King of Pop*. By 1983, Michael was at the top of his career with "Thriller" on its way to becoming the best-selling album of all the time. But then in 1991, the unfortunate news heading to Michael Jackson related to his family. One of his brother, Jermaine Jackson, was surprisingly revealed that he is jealous of Michael's suddenly fame. This is clearly reported by Stacy Brown in *New York Post* 2013:



...Stacy Brown became friends with the bizarre family of Michael Jackson. For 25 years, he hung out at their Hayvenhurst estate in Encino, Calif, and even ghostwrote their memoirs. He previously wrote about Katherine Jackson's letters to her son, in which she called Michael a homophobic slur. Here, in Part Two of his memories of life among the Jacksons, he talks about the family member he knows best – Jermaine, the jealous older brother of Michael. That was supposed to be me, Jermaine Jackson said, for the 100<sup>th</sup> time, talking about the superstardom his younger brother enjoyed... In 1991, Jermaine released the song – Word to the Badd that accused Michael of – changing his shade (Brown, 2013).

Based on the brown's report above, it is known that Jermaine released his song "Word of the Badd", and same year in 1991, Michael released "Black or White" too. The lyrics of "Word of the Badd" told the story of brother's jealousy. Brown said that Jermaine accused to Michael Jackson as "changing his shade" in his song. Jermaine doubted Michael Jackson's determination of his racial equality as well. Jermaine accused as Michael Jackson changed his skin into white, while he had become famous pop singer with the name of the "King of Pop". Many people responded and questioned why he turned into white before he wrote these songs as if he agrees and advocates the racial equality. But the secrecy and hidden reality was exposed by different journal and magazine as he was not changed his skin intentionally. In fact, his skin was whitening because of the skin disease.

The journal of Darryl Scriven (2010), which is the Journal of Pan African Studies, (March 30, 2010) revealed Jackson's declaration of having Lupus in 1993

during interview with an American media proprietor, Oprah Gail Winfrey that he had  
Lupus:

...So Michael's declaration of having Lupus during a 1993 interview with Oprah, while unfamiliar, was nevertheless believable because of the kind of illness it is understood to be...Lupus is an autoimmune disorder that is often hereditary, manifesting frequently in African Americans and Asian women. The disease attacks healthy tissue and can damage multiple organs including the joints, skin, liver, heart, blood vessels, lungs, and brain. There are various forms of Lupus but Discoid Lupus affects only the skin and causes rashes on the face neck and scalp. Regarding Michael, there are many pictures that show what appear to be pre-skin lightening rashes on his neck and face. Additionally, there is footage of a younger Michael where prolonged bouts with once are visible. So if all of this was somehow connected to Lupus... (Scriven, 2010: 101)

Not only Lupus, Michael Jackson was also affected by the disease of vitiligo that made white patches of discoloration all over his skin. However, people seemed to not believe that this disease infected Michael Jackson. Scriven, a journalist, says that vitiligo is the disease caused by the primarily genetic and environmental factors with thyroid disorders:

...But when you couple Lupus with an additional diseases that turns brown skin into white skin, it was a bit too much for black people to emotionally accept. Vitiligo is a dermatological disorder that destroys pigment in patches of skin and becomes progressively worse over time. The exact cause of

Vitiligo is unknown; however, it is primarily genetic and sometimes affected by environmental factors. The condition is also highly represented in people with thyroid disorder. It cause milky white splotches to appear on the skin near body orifices and is commonly seen on the extremities as evolving discoloration. When Michael confessed to Oprah Winfrey in a 1993 interview that he suffered from Vitiligo, he was responding to the question of his skin becoming gradually lighter since the mid 1980's. After Michael's death, Arnold Klein, his Dermatologist, confirmed the condition on Larry King live. There is even speculation that the genesis of his sequined glove, besides his brother Marlon's urging, was to cover his right hand in the early stages of Vitiligo (101).

According to Scriven (2010), the distrust from society is denied by Arnold Klein who was Michael Jackson's personal dermatologist. After Michael Jackson's death he states that Michael Jackson's skin gradually enlightened as a marker of disease symptoms of vitiligo since 1980 which was also noticed by Larry King Live. Larry King Live is an American talk show that was hosted by Larry King on CNN from 1985 to 2010. Larry King, is an American television and radio host, voice actor and comedian.

Within media, there has been a sharply awareness of his racial status. Michael Jackson seems simply denying his blackness as he used his whitened skin as uplifting his credibility. Although he continues to present himself as a black man in his music and other projects, it cannot be said that he has been completely against white. In this respect we can say that Michael Jackson seeks his identity and stand point between

Black and White. He made reasons that it was only due to his illness, so that his skin became white, not he changed deliberately.

In this way, through the lyrics, Michael Jackson has tried to confess the social reality of racism. The real reflection of racial segregation is reflected in the lyrics of “They Don’t Care About Us” as well. The lyrics of this song mostly talks about racial segregation, domination, prejudice and discrimination. In this lyrics, Michael Jackson has tried to raise the issue of injustice, brutality, racial segregation, discrimination and violence. It advocates the voice of anti-racism but not anti-Semitism. Antisemitism is prejudice against Jews. It is the belief and idea that the Jews are a distinct and inferior race. Although, the possibility that the lyrics to “They Don’t Care About Us” contained racism and anti-Semitism was first raised publicly by *The New York Times* on June 15, 1995, one day before the album released. The publication highlighted the lyrics: “Jew me, sue me, everybody do me/Kick me, kike me, don't you black or white me” and labeled as racial “slurs”. Jackson had responded directly to the publication, stating:

“The idea that these lyrics could be deemed objectionable is extremely hurtful to me, and misleading. The song in fact is about the pain of prejudice and hate and is a way to draw attention to social and political problems. I am the voice of the accused and the attacked. I am the voice of everyone. I am the skinhead, I am the Jew, I am the black man, I am the white man. I am not the one who was attacking. It is about the injustices to young people and how the system can wrongfully accuse them. I am angry and outraged that I could be so misinterpreted.” *The New York Times* on June 15, 1995

Based on the above statement, Michael was not Jews hater and anti-semitic rather than he felt and experienced Jews empathy. Anti-Semitism refers to prejudice and discrimination against Jews as individuals and as a group. It is based on stereotypes and myths that target their religious practices and beliefs.

According the same *The New York Times*, when questioned further about the lyrics on the ABC News program “*Prime Time Live*”, Jackson denied and state that “They Don’t Care About Us” was not racist and anti-Semitic, commenting: “It’s not anti-Semitic because I’m not a racist person,” he said to the interviewer, Diane Sawyer “I could never be a racist. I love all races”. Michael also added that some of his closest employees and friends were Jewish.

While the *New York Times* asserted the use of racial slurs in “They Don’t Care About Us”, they were silent on the other racial slurs using like “I’m a killer nigga” in the same album of lyrics in “This Time Around” and “Woman Is The Nigger Of The World” using by John Lennon. So Spike Lee director of music video, claimed there was some kind of double standard in the media industry. Such kind of biased attraction of media attention upon Michael Jackson also the evidence of racial discrimination.

“Black or White” was written, composed and produced by Michael Jackson and Bill Bottrell. The song was released by Epic Records on November 11, 1991 as the first single from Jackson's eighth studio album, *Dangerous*. An alternate version was first heard by Sony executives on a plane trip to Neverland, as the third track of the promotional CD cassette. It began to be promoted on radio stations the first week of November 1991 in New York and Los Angeles. “Black or White” was officially released one week later, on November 5, 1991. The song has elements of dance, rap and hard rock music such as Bill Bottrell’s guitars and Jackson's vocal style. This

song is played in the key of E major, with Jackson's vocal spanning from E4 to B5, and its tempo is measured at 115 BPM.

“They Don't Care About Us” is the fourth single from Michael Jackson’s album *HIStory: Past, Present and Future, Book I*, released on March 31, 1996. The song remains one of the most controversial pieces Jackson ever composed. In the US, media scrutiny surrounding allegations of anti-Semitism lyrics were the catalyst for Jackson issuing multiple apologies and re-recording the song with altered lyrics. The singer countered allegations of anti-Semitism, arguing that reviews had misinterpreted the context of the song, either unintentionally or deliberately.

The song begins with a child chanting, “Enough is enough of this garbage!” and someone else helps sing the chorus “All I wanna say is that they don’t really care about us”. According to the sheet music published on Musicnotes.com by Alfred Music Publishing: “They Don’t Care About Us” is played in the key of D minor and the track’s time signature is common time. The song, which is cited as being a pop song, has a moderately slow tempo of 88 beats per minute.”

Jon Pareles an American journalist who is the chief popular-music critic in the arts section of *The New York Times* stated that:

“Jackson was calling himself “a victim of police brutality” and a “victim of hate”. He continued, “A listener might wonder just who ‘Us’ is supposed to be ... To make the songs lodge in the ear, Jackson uses elementary singsong melodies – a ‘nyah, nyah’ two-note motif in ‘They Don't Care about Us’... and he comes up with all kinds of surprises in the arrangement”.

The review of HIStory in *The Washington Times* noted: “They Don't Care About Us”: “It follows fast, inviting more pathos – and more controversy. With haunting clapping and a police scanner in the background”.

To explore the racial issue, the researcher discusses intrinsic aspects of the lyrics by using the rhetorical analysis tool and links it with extrinsic aspects as well. A rhetorical analysis can be written about various kinds of texts including lyrics that attempt to make a statement to an intended audience. In order to write a rhetorical analysis, it need to be able to determine how the creator of the original work attempts to make his or her argument. It can also include information about whether the argument successful or not.

Rhetorical analysis is done for two purposes: To find out how effective the argument is and to judge the quality of the argument. In the first, we look at the things like power of the language use as how effectively it is used. Here argument might fail to convince but the manner of argument could be admirable. In the second, we see whether the arguments are suitable to the circumstance of its presentation or not. Because perfect arguments are perfectly fit in the context where they are presented. In other words, we can judge perfect arguments on the basis of the features like timely or fit in the circumstance, artfully or effectively argued, factually accurate and widely persuasive.

In this why, Persuasion is a commonly used communication technique that allows us to socially influence a certain topic positively or negatively. Its purpose is to help affirm or nullify an idea, belief or attitude. Rhetorical analysis consists two strategies. They are appeals and style details.

Appeals are the first classification of rhetorical strategy and involve the ethos, logos, and pathos. From Aristotle's perspective, artistic proofs were derived from one

of three rhetorical appeals: the formal terms are pathos, logos and ethos. In other words, it is called argumentation as well.

Argumentation is defined as the most important element of persuasive fact. Generally we recognize two types of arguments a direct argument and indirect argument. A direct argument gives clear reasons and draws conclusion, whereas an indirect argument presents ideas or images implicitly and draws certain conclusion. A most familiar formula of analyzing argumentation comes from Aristotle. It is called "Pisteis" which means three main aspects of the communicative act; Ethos, related to speaker, Logos related to speech and Pathos related to audience. "Pisteis" also means that inspires trust, faith or believe in something. Because when all these three parts properly appears in a piece or speech then only it becomes most persuasive.

The first element of argumentation is ethos. It is related to the character or the strength of speaker. So he should be of credible having the sufficient knowledge of the subject matter, he should be intelligent, honest, moral and fair minded. These are also the trust inspiring qualities of the speaker called ethos. Audience need to have reason to believe on what the speaker says. The credible position make the arguments effective, trustworthy and believable.

Another element of argumentation is Pathos, which is related to the audience. Arguments should generate proper emotion, mood, or feeling in the audience; so that they will be motivated to believe or do something. If the argument is related to desire, audience should be motivated to have the desire and if the argument is related to hatred, audience should be motivated to have hatred towards it. Pathos also means arousing intensity or changing the audience emotion. If the rhetor is able to handle, the emotion of audience properly then only argument becomes effective and persuasive.



Lastly, there is also the logic or reasoning which is called *logos* in argumentation. It is the reasons or evidences that support claim or the argument of the speaker. If evidences do not support the arguments it will lead to hasty generalization or conclusion, which is called fallacy in Logic.

Therefore, in a fully persuasive argument there is the support of *Ethos*, *Logos*, and *Pathos* to each other. It is also argued that the language of argumentation is supposed to be natural not artificial.

Classical theory refers to *Ethos*, *Logos*, and *Pathos* as artistic and the included citations from authorities, evidences, documents, witness testimony which are called inartistic *Pisteis*. Inartistic *pisteis* becomes crucial to an argument in the sense that without evidence supports or citation from other sources, the argument does not become credible or persuasive as well.

After appeals, style details are the second rhetorical strategies and include a wide variety of elements, such as imagery, tone, syntax, and diction.

Imagery is the figurative or descriptive language in a literary work (Peter Childs and Roger Fowler, 2006). He says that Imagery is a descriptive language that appeals to one or more of the senses like sight, hearing, touch, smell, and taste. Imagery divides into visual, auditory, olfactory, gustatory, kinesthetic and organic imagery. Visual imagery invokes colors, shapes, or things that can be seen. Auditory imagery is a descriptive language that invokes noise music or other sounds. Kinesthetic imagery can be described as sense of movement. Lastly, organic imagery can refer to the internal sensation.

Diction can additionally be described as the accent, inflection, and speech sound quality showed by an individual speaker, generally judged in terms of predominating standards of agreeableness (Quizlet, 2012).

Diction is divided into two terms: denotative and connotative. Denotation refers to the literal meaning of a word and it can be called as the dictionary definition (Quizlet, 2012) and connotation refers to the associations that are connected to a certain word or the emotional suggestions related to that word.

M. H. Abrams defines that figurative language is one of the obvious escape from what users of a language capture as the standard significance of words, or else the standard order of words, keeping in mind the end goal to attain some unique meaning or impact. There are many different kinds of figures of speech, such as metaphors and imagery. (96)

A metaphor is a comparison of two different things to show a likeness between them. In a metaphor, a word or expression that in literal usage denotes one kind of thing is applied to a distinctly different kind of thing, without asserting a comparison. Metaphors do not use the words like or as when making comparisons, as do similes.

Edward Quinn states that, universally, theme is a significant idea in a literary text, sometimes used interchangeably with a certain motif or purpose. It is not usually considered to be the event of a work of art, but rather an extension of the subject which is implication communicated through the repeat of certain events, images or symbols. (417)

Additionally, Childs and Fowler define that theme traditionally implies a recurrent (continual) component of topic, yet the modern emphasis on concurrent (operating at the same time) reference to form and content emphasizes the formal measurement of the term. A theme is always a subject, but a subject is not always a theme. (239)

This research paper used library research to collect data. This library research applied qualitative method to analyze the data. The qualitative method is aimed at gaining a deep understanding through firsthand experience, truthful reporting, and documented quotations of actual conversation. It relies primarily on the collection of non-numeric data such as words and pictures. The data and information was collected by reading several books, e-books, journals, blog media or any other references during the research process.

In this research, the writer focused on the chosen Rhetorical analysis theory to support the analysis. Based on Rhetorical analysis, the writer particularly explained the argumentation and style of lyrics. The Rhetorical analysis is the study of persuasion in order to understand how people have been and can be persuasive. It begins with the understanding of the situation. The rhetor's message, audience's interpretation and delivery; the audience's interpretation and response; and the circumstances within which this all happens are interrelated. Mark Garrett Longaker, and Jeffrey Walker, claim:

The rhetorical perspective views discourse- any meaningful use of signs or symbols (words, images, etc.) – as always and inherently situated. Any effort to persuade someone involves, in its most basic form, a relationship among the producer of discourse (we'll call this entity the rhetor), the discourse produced and the audience of the discourse. (7)

The word 'Kairos' means time, in the particular sense of a moment in time. The idea of 'Kairos' includes a sense of the surrounding conditions cultural, political, economic, technological etc. Longakar and Walker states "Kairos" means both the occasion for discourse and the surrounding conditions that present the rhetor with

opportunities and constraints: opportunities or openings to say certain things in certain ways; and constraints that limit what can be said and how”.(10)

In the rhetorical analysis, the notion of rhetor is important. The word rhetor derives from ancient Greek and originally meant ‘speaker’ or ‘orator’. Rhetor is constituted by the rhetorical speech which he or she delivers with a view to persuade audiences. The rhetor of any speech must possess a good moral character for listener to believe in him or her. The notion of rhetor can be classified into two as implied rhetor and actual rhetor. Implied rhetor refers to the unseen person behind the text that the reader creates. The actual rhetor is the flesh and blood person who created the text.

Michael Jackson had written the lyrics, composed and sang the song. Hence, Jackson has been produced speech in the form of lyrical words. In this respect, he is the speaker of the text. In other words he is the actual rhetor himself, being an African-American lyricist, pop singer and musician of the text. In this situation, Michael Jackson produces a speech in the form of lyrical words and these words are addressed to particular audiences that the white people who have the racial attitude are the intended audience of the lyrics. Michael Jackson addresses toward all the white Americans who have the ideology of white racism. So, they are the intended audience within the text and other people having the same attitude of the white racism are the intended audience of beyond the text.

The refrain and intro of the lyrics in “Black or White” expresses the message of racial equality toward intended audience: “It Don’t Matter If You’re, Black or White”. As well as in the lyrics of “They Don’t Care About Us” the refrain and the intro addressed the injustice and segregation of whites and it implies that the white government really ignores black people and their sentiment. Here, “They” refers to

the White people and “Us” refers to the Black people. Michael Jackson addresses toward all the white Americans who have the ideology of white racism. In this respect, the intended audience of the lyrics are white people who have the white racist ideology. So, they are the intended audience within the text and other people having the same attitude of the white racism are the intended audience of beyond the text.

The rhetor with a critical mindset of legal segregation and color persecution expresses the reality of ongoing discrimination and prejudice through the lyrics. As the speaker Michael Jackson produces the words, listeners interpret them. Both of them happen in an occasion, shared beliefs or knowledge which are called presuppositions.

Presuppositions of these songs and lyrics depend upon different values and beliefs that the audience shared. Evidences and historical information related to the racism of America and the revolution of Black people under Civil Rights movement also comes under presuppositions in the lyrics because they are supposed to be shared by the audiences. So, Michael Jackson include them like “Martin Luther”, “proclamation”, “civil war”, “Jews” and “Roosevelt” in the lyrics as the presuppositions which share the knowledge about the civil right and racial equality.

The immediate urgencies or exigencies of the lyrics were the civil right issues. If there had been no racial segregation and no occasion for Michael Jackson’s lyrics. In this regard, the ongoing racial issues, color persecution and injustice on the basis of race and ethnic group were the sources of exigencies of these lyrics. Because of being black person, he had felt and perceived the real perception of color persecution and racial discrimination. In this regard, he had the strong pathos. Although, he had weak in ethos because of being black person, Jackson would not create credibility among

the people. Even though, he had got the success to establish his credibility and maintained carefully.

Ethos, or ethical appeals is related to the writer's credibility and deserving of approval. Mentions of a writer's character or qualifications usually qualify as ethos. Longaker and Walker theorize that "[t]he ethos of rhetor consists of reputation, credentials, knowledge of the subject, intelligence, fair-mindedness, honesty good will and general moral quality" (45). The rhetor's range of intelligence, his commitment to his ideals, his good social standing, public trust in the efficacy of his or her speech and various other external factors collectively contribute to the creation of persuasive power and authenticity in the audience.

In this regard the rhetor's situation of being black person has created ethos problem in Michael Jackson. The one who is black person has to establish as a responsible and reasonable person is a challenging job. In the course of his musical journey, one event had happened to him which had to some extent increased Michael Jackson's personality. Manrique magazine mentioned:

"At the beginning of the 1980s Jackson was invited to the White House, where President Reagan congratulated Jackson for his success and stated that the singer's faith in God and attachment to traditional moral values made of him an example for those young people in America who are looking for something authentic believe."(52)

The above statement revealed that the inner quality of Michael Jackson which made him faithful and credential among the audience.

Most noticeable thing is that while Michael Jackson's skin had whitening he wrote and composed the lyrics. During this time, Michel Jackson had earned name and fame. In this regard he is able to stablish credibility to some extent.

Michael Jackson attempts to make himself responsible and reasonable person by showing himself as white person and addressing the white people stating: “It don’t Matter if you are Black or White”, in the lyrics. As well as he advocates about racial equality in the lyrics of “Black or White” in fifth stanza: “And I Told About Equality”

In this extract he has commanded to establish equality like an administrator. This gives the image of legislative authoritative figure. He has used this commanding expression for create strong ethos by showing himself a personality of bureaucrat and administrator. As well as in “They Don’t Care About Us” Michael Jackson uses the abusive language for credibility in the first stanza: “Skin head, dead head, Everybody gone bad, Situation, aggravation, Everybody allegation, In the suite, on the news, Everybody dog food, Bang bang, shot dead, Everybodies gone mad”

These aggressive and abusive language using in “They Don’t Care About Us” creates believe upon him as a real victim of racial serration and suffering. Otherwise he would not be a credible and believable rhetor. Michael Jackson compares himself with the biblical prophets to establish himself as a moral thinker for making his ethos more powerful. Those prophets are motivated by moral force since, he brings those reference and anticipate that the equality is inevitable expressed in fifth stanza: “Oh, for God’s sake, I look to heaven to fulfill its prophesy... Set me free” This extract uplift his morality and generates credibility upon him. All these situations make the ethos of the rhetor strong in the lyrics.

Pathos, or pathetic appeals is related to audience and seek to evoke emotion in order to gain approval. These emotions can include anything from sympathy and anger to the desire for love. If an article about violent crime provides personal, human details about victims of violent crime, the writer is likely using pathos. In this regard, Michael Jackson has been expressed many more pathetic appealing through the lyrics.

He intends to generate pathos in the audience by making them feel the severe racial segregation and injustice seriously. In the fifth stanza of “They Don’t Care about Us” he states the inhuman treatment and brutality of racism: “I am the victim of police brutality, now I’m tired of being’ the victim of hate, you’rerapin me off my pride”.

This pathetic expression catches the audience’s feeling of racial segregation and indicates the cruelty of racism. As well as he uses homoioteleuton schemes of parallelism in the same lyrics in third stanza: “Beat me, hate me, You can never break me, Will me, thrill me, You can never kill me, Jew me, sue me, Everybody do me, Kick me like me, Don’t you black or white me”

By using of this technique of schemes parallelism of homoioteleuton the rhetor is able to generate pathos in the audience. The repetition of same word ‘me’ arises sympathy upon rhetor Michael Jackson and at the same time, empathy towards all the black people. In this extract the rhetor expresses the presupposition of common shared belief of racial segregation. Thus this extract has been sharing the presupposition and common belief of racial violence and turbulence which has been being continuously even though black people’s revolution of 1861 to 1864 had made them equal to white people. The discrimination problems basically existed in real life. The constitutionally established and guaranteed of human right and equality doesn’t work in real practice. In this context and situation the rhetor, Michael shares the common belief and presupposition of racial segregation and extreme cruelty of white to black people for arouse pity and sympathy.

This sympathetic expression might be touch the white and the condition might be changed, it is the anticipated crux message of this emotional and sympathetic expression. In this extract the rhetor, Michael Jackson has been tried to express the reality of black people’s condition to the intended audience. The intended audience of



this extract is obviously white racists, because it has been addressing directly toward brutality of white racism.

In this regard Michael Jackson has been able to attract the attention of white and able to make them become sincere for the ongoing blatant racism. This extract deliver the message of violence and brutality of inhuman racism toward the intended audience whites for their thoughtful attention and make believe that the justice should be maintained equally. In this way the pathetic expression of the given extract generates pathos in the intended white audience. Jackson has tried to get sympathy of audience by writing in the third stanza: “Jew me, sue me, Everybody do me, Kick me, kike me, Don’t you black or white me”

In the third stanza of “They Don’t Care About Us”, Michael compares himself with the Jews who were suffered from 1941 to 1945, were systematically murdered in a genocide, one of the largest in history, and part of a broader aggregate and total acts of oppression and killings of various ethnic and political groups in Europe by the Nazi regime in terms of their race and culture. This is the cruel and barbaric evident of racial and ethnic violence which has been brought to catch the consciousness and generate pathos of intended audience by the rhetor Michael Jackson. However, he had been faced the criticism of Jews as blaming anti-Semitic (showing hatred toward Jewish people) lyrics contain. To avoid further criticism, Jackson changed the lyrics as well. He also wrote a letter of apology to Rabbi Marvin Hier, head of the Simon Wiesenthal Center for Holocaust Studies, who had protested the lyrics. But in fact these terms of lyrics evokes sympathy upon him and empathy toward the blacks and Jews who are in suffering in terms of their race.

Logos, or logical appeals is related to logic and use reason to prove and establish an argument. Most academic discourse should make heavy use of logos. A

writer who supports an argument with evidence, data, and undeniable facts uses logos. The arguments of these lyrics are more emotionally appealing than logical. So it appeals to the heart more than mind. Michael uses enthymemes which are simple unites of arguments. As well as he uses political arguments and rhetorical question to the implied audience in fifth stanza of "They Don't Care About Us": "Tell me what has become of my rights, Am I invisible because you ignore me?"

He uses this political and historical argument to prove ongoing racial discrimination for establish the argument against the racism properly. He advocates equal human right because in the constitution, equal human right has been guaranteed and Black people's revolution of 1861 to 1864 had made them equal to white people, but it is only on the page of constitution not apply in practical and real life. Still the racial discrimination has been continued and the authoritative persons ignored to provide them equal right. All the power structures are based on white privilege and white supremacy. So, Michael Jackson challenges the racial stereotyping to not see people as their color and associated with racial stereotypes. He asks and appeals to become colorblind and invisibility of race and he wishes to become invisible and fight against racism for the equal human right.

Furthermore Michael Jackson has been taken the political figure to establish his argument against racism. He has taken the reference of late President Eleanor Roosevelt who was a very visible advocator for minority rights and argued for the equality of humans across races and cultures. He indicates the ongoing racism and absence the Roosevelt's view for abolition the racism by the extract: "But Roosevelt was living', He wouldn't let this be, no, no".

As well as he has taken the civil right activist leader Martin Luther to oppose and stand against the racial discrimination, legal segregation, and color persecution.

He condemns the racism and want never to see its brutality, cruelty and inhumanity. He expresses his opinion against racism: "Something in life they just don't wanna see, But Martin Luther was livin' He wouldn't let this be, no, no"

His intention of bringing the reference of historical figure of civil rights advocator in the eight stanza of "They Don't Care About Us", is for prove himself the victim of racism. In the same manner the eleventh stanzas of "They Don't Care About Us", he has brought the reference of civil right activist and freedom fighter to establish himself a strong supporter of freedom and civil right on the behalf of racial equality. In this extract he indicates ongoing racism and strongly support to Martin Luther to fight against racism to get equal human right.

Style refers to artistic qualities of discourse. This is also related to the presentational aspect of discourse. Style generates certain impact on the audience. It also comes in the support of content. Style has been generally divided into its six aspect. They are virtues of style, diction, figures of speech and thought, rhythm, and delivery. All of them should work together to make the discourse effective and persuasive as well. The first aspect of the virtues of the style is related to the language of the discourse. Effective style of language includes clarity, correctness, appropriateness and distinction.

Diction is another aspect of style, it refers to choice of words. In the discourse, choice of words needs to be related to the subject matter or the topic of the discourse. In that sense each discourse has got its specific diction. In the language of literary discourse there are different available dictions like metaphorical words, archaic words, and colloquial words. Among the choice of such available dictions, rhetor should make the choice in terms of rhetorical relevance.

A figure of speech is a rhetorical device that achieves a special effect by using words in distinctive ways. Though there are hundreds of figures of speech, here will be focusing on just some of the most common figure of speech which is used in the lyrics.

Using original figures of speech in writing is a way to convey meanings in fresh, unexpected ways. Figures can help our readers understand and stay interested in what we have to say.

In “Black or White” and “They Don’t Care About Us” Michael Jackson uses the directly words referred that he is against the racism. The words can be quoted from the third and fifth stanza of “Black or White”. In third stanza, it is obvious that Michael Jackson shows his sense directly that in each choosing a mate or somebody close to, he does not care about her partner are included in the white or black race. He states: “But, if, You’re thinking, About my baby, It don’t matter if you’re black or white”

The stanza above also states that Michael Jackson is a very broad minded person and is able to establish relationships with many people, it does not matter if those people are black or white or from a race other than his. In the fifth stanza, it means that everyone should be treated equally, that is the only thing that is right. If people do not think this way then they are wrong because they will encourage discrimination, saying that some or any group of people should not be treated as equals. The following quotation explains: “And I told about equality, And it’s true Either you’re wrong, Or you’re right”

Based on the stanza above, he also states that people do not have to wait until the world magically changes. It should be start by every individual in his or her life

urgently. He or she makes daily choices of how to treat others, how to view other people that are different from themselves.

Michael Jackson sings in high modality with strong or powerful tone. He even repeats the word “I am tired” three times with different objects. This repetition implies that he gives a notification to remember what is told in the lyrics. In contrast, Michael Jackson also uses low modality in the second stanza in which the word “believe” gives a weak or powerless tone: “Now I believe in miracles And a miracle, Has happened tonight”

Metaphors are characterized as either direct or indirect. An indirect metaphor in which the comparison is implied but not stated directly. The words “devil”, “stuff”, and “business” suggest the meaning that leads to racism. Overall, in this stanza, it means that Michael Jackson does not care and is not afraid of the power of culture that separates the distance between the different races. However, if the situation is getting raged and miserable, Michael Jackson expresses that he will not give up to face the reality. Michael Jackson also uses a direct metaphor for his lyrics. This can be seen in the fourth stanza: “They print my message, In the Saturday Sun, I had to tell them, I ain’t second to none, And I told about equality, And it’s true Either you’re wrong Or you’re right”

The direct metaphor applies on “In the Saturday Sun”. The writer found out that the word “Sun” refers to the newspaper agency named *The Sun*. In the second stanza he says that: “I believe in miracle”. This extract reveals that he believes in miracles because reporters have printed his message in a newspaper about equality, even if he is different because he is of another color.

The lyric of “Black or White” written by Michael Jackson and rap lyric is by Bill Bottrel. As well as the lyric of “They don’t care About Us” also written by

Michael Jackson himself as well. In these lyrics there is imagery used to describe the aesthetic sense. A visual imagery is imagery that relies on the sense of sight. Peter Childs and Roger Fowler: (115) say that everything that can be viewed or subject that appears is one of the elements of visual imagery (115). Subject used in the lyric is the “baby”, “black” and “white” in third stanza, and so the “message” and “sun” in the fourth stanza. Then in the seven stanza, “stuff”, “business”, “brother” “sheets” and “girl” are included in visual imagery.

In rap lyric written by Bill Bottrell, is using a lot of visual imagery in it. “Protection For gangs, clubs And nations Causing grief in Human relations It’s a turf war On a global scale I’d rather hear both sides Of the tale See, it’s not about races Just places faces Where your blood Comes from Is where your space is I’ve seen the bright Get duller I’m not going to spend My life being a color”

A visual Imagery involves not only the subject or object looks, but also a verb that involves an element of vision. In this case the word “see” and “seen” are also included in the visual imagery. Furthermore, in the ninth stanza, there is a verb “saw” and the noun “dirt” and “eye”.

The researcher believes that an auditory imagery is an image that relies on the sense of hearing. In this lyric, Michael Jackson and Bill Bottrell have little use of auditory imagery in it. The word “bang” is one of the auditory imagery. Literally, “bang” is defined as a pop or a very loud explosion. Kinesthetic Imagery refers to an image that represents the movement, physical tension. All activities undertaken by the body are the element that is included in the sense movement. In this imagery, the verb is mostly already included. All verbs in this “Black or White” and “They Don’t Care About Us” lyrics are included in the kinesthetic imagery. They are “took”, “print”, “tell”, “told”, “get”, or “gets”, “spend”, “going” and “kicking”. These verbs provide

clearer information to the audience which Michael Jackson gives the action that he does not support racism.

An organic imagery refers to an imagery that represents about feelings and thoughts experienced by the subject. It involves internal sensation, hunger, thirst, fatigue, nausea and so on. The organic imagery can be interpreted as the image of an element in the worldly life. In other words, the image is linked to elements in the form of common things that are existed in environment surrounding.

In these lyrics, outside the subject of visual, auditory, kinesthetic and organic imagery, all of the words are included in the category of organic imagery. The other words that are included as organic imagery are: “matter”, “second”, “wrong”, “right” and “true”. Michael Jackson has been used these vocabularies to indicate the racism and supports racial equality.

The objective of revealing an internal problem in the literature is to link the intrinsic elements, which builds the literary work from the inner aspect, and extrinsic elements, which create the literary work with the outer aspect, become more coherent and connected to each other. The purpose of structural analysis explains the function and interrelationship of various literary elements. Michael Jackson’s vocabulary in the songs “Black or White” and “They Don’t Care about Us” can be interpreted through the experiences and feelings felt by Michael Jackson throughout in his life in the context of racism.

Later in seventh stanza of “Black or White”, Michael states: “I am tired of this devil, I am tired of this stuff, I am tired of this business, So when the going gets rough, I ain’t scared of Your brother, I ain’t scared of no sheets, I ain’t scare of nobody, Girl when the going gets mean”.

Michael Jackson states that he is tired of the people who are racist, whom are described as devils. Also, he states that he is not scared of anyone when things get bad and will not let racism, that the people from different ethnicity affected him.

In “Black or White”, Michael Jackson incorporates rap, which is performed by Bill. Within this rap he mentions how gangs, clubs and nations are protected for their beliefs even though it causes grief in human relations. Michael Jackson describes that racism is about places, faces, where people’s blood comes from and where people’s space are. He also states that he is not going to spend his life being a color: that he is a black man and he is fully supports his own race in his life. Jackson does not want the label of a different race; he wants people to see him for his artistic abilities. His features changes and the color of his skin is lightened significantly over the last two decades of his life. One of the last few phrase of “Black or White”, he states that: “I said if, You’re thinking of, Being my brother, It don’t matter if you’re, Black or white”

Michael Jackson is a very open minded person and is willing to accept different people. In this part, Michael Jackson emphasizes that he is really an anti-racist to his brother Jermaine. In their complicated relationship moment, Jermaine says that Michael Jackson has changed his shade; it means that Michael Jackson is becoming a bossy person who boasts his throne of King of Pop, including changing his color skin. However, Michael Jackson did not give any response to his brother’s insult directly, he released “Black or White” with the message of racial equality.

In conclusion, “Black or White” and “They Don't Care About Us” by Michael Jackson is about a person talking about the society in life where racial equality between black people or white people is involved. Along with his partner, Bill, Michael opens up gates for many people to realize it no matter what skin tone people



have, they are still human beings. The fact also encloses that Bill fully supports Michael Jackson's perspective about racial equality with writing rap lyric, although he is a white man. Michael and Bill states that everyone is equal, but if one is racist it is alright because that is their choice as human beings. "Black or White" and "They Don't Care About Us" shows that Michael Jackson has many artistic abilities. It also gives a strong message of anti-racism and opposition to discrimination. Not only for the society, "Black or White" is dedicated to Michael's brother Jermaine who opposes Michael thought as the answers. It tells everyone not to judge other people or regard their ethnicities based upon to their skin color and all the people are equally created. Michael and Bill intend to spread the message of love, friendship and peace.

After around two decades from the production of "Black or White" and "They Don't Care About Us", many people around the world because of its touching lyrics and fantastic music still listen to these songs. Even though he has passed away, Michael's music has been one of the most successful and well-known artwork produced by himself. Some of his words are for entertainment but others are to get a point or belief for his fans.

The amazing techniques of these songs can motivate people to listen repeatedly. Aside from containing moral values that can provide some inspiration for everyone, this energetic music can increase racial harmony as well as a passion for life. Overall, these songs really deserve to be listened in life.

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