



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم

بسم الله الرحمن الرحيم



MONA MAGHRABY



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم



شبكة المعلومات الجامعية التوثيق الإلكتروني والميكروفيلم



MONA MAGHRABY



شبكة المعلومات الجامعية
التوثيق الإلكتروني والميكروفيلم

جامعة عين شمس التوثيق الإلكتروني والميكروفيلم

قسم

نقسم بالله العظيم أن المادة التي تم توثيقها وتسجيلها
علي هذه الأقراص المدمجة قد أعدت دون أية تغييرات



يجب أن

تحفظ هذه الأقراص المدمجة بعيدا عن الغبار



MONA MAGHRABY



Ain Shams University
Faculty of Al-Asun
Department of English



**A Multimodal Discourse Analysis of *American Born Chinese* (2006) and
March (2013)**

A thesis submitted in partial fulfilment of the requirements of MA Degree in Linguistics

Submitted by

Marilyn Medhat Albert Ayad

Teaching Assistant,
Department of English, Faculty of Al-Asun,
Ain Shams University

Under the Supervision of

Dr. Nagwa Ibrahim Younis

Professor of Linguistics,
Department of English, Faculty of Education,
Ain Shams University

Dr. Fayrouz Fouad Ibrahim Hassan

Associate Professor of Linguistics,
Department of English, Faculty of Al-Asun,
Ain Shams University

2021



تحليل الخطاب متعدد الوسائط للقصة المصورة أمريكي صيني (٢٠٠٦) ومارس (٢٠١٣)

رسالة مقدمة توظنة للحصول على درجة الماجستير في تخصص اللغويات – قسم اللغة الإنجليزية
مقدمة من

مارلين مدحت ألبرت عياد
المعيدة بقسم اللغة الإنجليزية بكلية الآداب،
جامعة عين شمس

تحت إشراف
أ.د. / نجوى إبراهيم يونس
أستاذ اللغويات بقسم اللغة الإنجليزية بكلية التربية،
جامعة عين شمس

أ.م. / فيروز فؤاد إبراهيم حسن
أستاذ مساعد اللغويات بقسم اللغة الإنجليزية بكلية الآداب،
جامعة عين شمس



Ain Shams University
 Faculty of Al-Asun
 Department of English

Approval Sheet

**A Multimodal Discourse Analysis of *American Born Chinese* (2006) and
March (2013)**

Name: Marilyn Medhat Albert Ayad
Degree: Masters of Art
Faculty: Al-Asun
Department: English
University: Ain Shams
Year of Graduation: 2015
Year of Master’s Approval: 2021

Examination Board

Prof. Khaled Mahmoud Tawfeek

Professor of Linguistics, Faculty of Arts, Cairo University

Prof. Nagwa Ibrahim Younis

Professor of Linguistics, Faculty of Education, Ain Shams University

Associate Prof. Manar Medhat Shalabi

Associate Professor of Linguistics, Faculty of Arts, Cairo University

Associate Prof. Fayrouz Fouad Ibrahim Hassan

Associate Professor of Linguistics, Faculty of Al-Asun, Ain Shams University



رسالة ماجستير

تحليل الخطاب متعدد الوسائط للقصة المصورة أمريكي صيني (٢٠٠٦) ومارس (٢٠١٣)

اسم الطالب: مارلين مدحت ألبرت عياد

الدرجة العلمية: ماجستير

الكلية: الألسن

القسم: اللغة الإنجليزية

الجامعة: عين شمس

سنة التخرج: ٢٠١٥

سنة قبول الرسالة: ٢٠٢١

لجنة الإشراف والحكم على الرسالة

أ.د./ خالد محمود توفيق

أستاذ اللغويات والترجمة بكلية الآداب، جامعة القاهرة

.....

أ.د./ نجوى إبراهيم يونس

أستاذ اللغويات بكلية التربية، جامعة عين شمس

.....

أ.م./ منار مدحت شلبي

أستاذ مساعد اللغويات بكلية الآداب، جامعة القاهرة

.....

أ.م./ فيروز فؤاد إبراهيم حسن

أستاذ مساعد اللغويات بكلية الألسن، جامعة عين شمس

.....

تاريخ المناقشة: ٢٠٢٢/٥/٢١

ACKNOWLEDGEMENTS

This work would not have been brought into light without the encouragement and all the support from my dear professors: **Dr. Nagwa Younis**, who has always been a great support to me since the first day of my MA and till now, and **Dr. Fayrouz Fouad**, who has always been instructing me to the right path of the academic methodology of my thesis. I would also like to thank **Dr. Samar Abd El-Salam** for encouraging me during this phase to finish my thesis and head to the PhD as soon as possible, and I would also like to thank my friends and colleagues, namely **Salsabeel Gamal**, for having helped me a lot with my theoretical and practical parts with all her time and effort, and **Marina Sameh**, for having helped me with all the technicalities of my thesis. Finally, I would like to express my gratitude to my family; my father, my mother, and my brother, for all their prayers for me and al their psychological and emotional support to have this work come to this very day.

Abstract

This study attempts to conduct a multimodal discourse analysis of *American Born Chinese* (2006), a graphic novel by Gene Yang and *March* (2013), a graphic novel by John Lewis, Andrew Aydin, and Nate Powell, by applying Michael Halliday's theory of the Systemic Functional Grammar (SFG) (1994) for the written texts, namely the experiential (ideational) metafunction, and Gunther Kress and Theo van Leeuwen's Systemic Functional Multimodal Discourse Analysis (SF-MDA) (1996) for the drawn images. The study employs, as well, Teun A. van Dijk's modal of Critical Discourse Analysis (CDA) (2004a), in which power, racism, dominant groups, and dominated groups are being analyzed. In *American Born Chinese* (2006), the study aims at showing the tendency of the American Chinese to leave their Chinese identity behind and be fully Americans, based on an inner belief that the Americans are superior to them; however, the study shows that the Chinese Americans are stronger when they keep their identities and are very weak when they abandon their identity. In *March* (2013), the study examines the inequality the Black Americans previously suffered in America, the land of freedom, and how this suffering is depicted through graphic novels for historical documentation. The study shows that the White considered themselves the dominant group, whereas the Black Americans are treated as slaves; however, the study shows that the Black Americans are the dominant group with their perseverance and their peaceful attitude.

Keywords

Critical Discourse Analysis (CDA) – Multimodal Discourse Analysis (MDA) – Ethnicity – Inequality – Racism – Power

List of Abbreviations

Abbreviation	Stands for
CDA	Critical Discourse Analysis
MDA	Multimodal Discourse Analysis
SFG	Systemic Functional Grammar
SF-MDA	Systemic Functional Multimodal Discourse Analysis
ABC	<i>American Born Chinese</i>

Table of Contents

Table of Contents

ACKNOWLEDGEMENTS	i
Abstract	ii
Keywords	ii
List of Abbreviations	iii
Table of Contents	iv
Introduction.....	1
0.1 Synopsis	2
0.2 Objectives.....	5
0.3 Research Questions	5
0.4 Methodology	5
Chapter One	7
Theoretical Foundations, Background, & Framework	7
1.1 Review of the Literature.....	7
1.2 Critical Discourse Analysis.....	14
1.2.1 Manipulation	16
1.2.2 Access	18
1.2.3 Racism.....	20
1.2.4 Ideology	22
1.3 Multimodality.....	24
Chapter Two.....	29
Methodology.....	29
2.1. Systemic Functional Grammar	29
2.1.1 Textual Metafunction.....	29
2.1.2. Interpersonal Metafunction.....	30
2.1.3. Ideational Metafunction	30
2.2. Systemic Functional – Multimodal Discourse Analysis.....	40
2.2.1 Representational Meaning	40
2.2.2. Interactive Meaning	45
2.2.3. Compositional Meaning.....	48
Chapter Three.....	51
Multimodal Discourse Analysis of <i>American Born Chinese</i> (2006)	51
Statistics	91

Table of Contents

Chapter Four	93
Multimodal Discourse Analysis of <i>March</i> (2013)	93
Statistics	152
Chapter Five.....	154
Analysis of Critical Discourse Analysis	154
Conclusion	163
Answers to the Research Questions	163
Limitations of the Study.....	165
Recommendations.....	165
References.....	166

Introduction

This study attempts to analyze *American Born Chinese* (ABC) (2006), a graphic novel by Gene Yang, and *March* (2013) an autobiographical graphic novel by John Lewis, Andrew Aydin, and Nate Powell based on a multimodal discourse analysis in accordance with Halliday's Systemic Functional Grammar (SFG), Hasan's Cline of Dynamism, Kress and van Leeuwen's Grammar of Visual Design (GVD), or what is known as Systemic Functional – Multimodal Discourse Analysis (SF-MDA) and van Dijk's power and identity framework of the Critical Discourse Analysis (CDA) throughout the ideational (experiential) metafunction.

Graphic Novels, according to Anstey and Bull (2006), are a kind of narrative that conveys meaning through three semiotic systems: linguistic, visual, and spatial. The linguistic system includes letters, words, vocabulary, etc... the visual system includes images, and the spatial system includes layout, direction, and position. Being analyzed in more than one mode or system, this is known as multimodality.

Multimodality, according to Kress (2010), is simply a theory of communication in terms of textual, verbal, visual, and gestural modes. These modes help in understanding the meaning in terms of cultural background, social background, and personal knowledge and experience. This does not mean that printed out texts are not multimodal, according to Page (2010), as Kress and van Leeuwen (2001) state that texts are multimodal when they do not contain wording only, but also have the visual mode, i.e. typography (p. 116).

Literary texts are a means to communicate certain ideologies and concepts, especially the ones arising from the hidden meaning, in addition to their ways in teaching the language and teaching new words, structures, and discourse. Halliday and Hasan (1989) argue that the way to understanding the language lies in studying texts, in which there is the text in addition to the context of this text. This means that there are many ways by which a text can be looked upon and understood. This is analyzed linguistically through SFG.

SFG reveals that language is a set of choices, and that language users make conscious and unconscious choices every time they use language, whether spoken or written. It also relates these choices to the context of situation, which addresses the hearer, the concept, the knowledge...etc. Meanwhile, this is concerned with one mode only, which is mainly textual, whereas, if more than one mode is meant to be analyzed, for instance, textual and visual, or textual and aural, this is known as multimodal analysis.

In 1996, Kress and van Leeuwen come up with the SF-MDA and how to read images based on the Hallidayan SFG. They add that there are some concepts that can be described by texts only and some other ones can be exported through images only. They state that both texts and images help in a better communication.

0.1 Synopsis

- *American Born Chinese (ABC) (2006)*

According to Asia Society, the Chinese people started to flow to the United States in the 1850s as contract laborers. In 1882, the Congress passed the Chinese Exclusion Act, which banned any Chinese from entering America for 60 years. Between 1910 and 1940, Chinese people in the US were required to undergo humiliating medical examinations. In 1952, after three Asian waves, Asian People were successful to claim their natural rights.

ABC (2006) is a graphic novel by Gene Luen Yang, released in 2006 by First Second Books. It won the 2007 Michael L. Printz Award, the 2007 Eisner Award for Best Graphic Album: New, the Publishers Weekly Comics Week Best Comic of the Year, the San Francisco Chronicle Best Book of the Year, the 2006/2007 Best Book Award from the Chinese American Librarians Association, and finally, Amazon.com Best Graphic Novel/Comic of the Year.

Introduction

The story of ABC consists of three separate tales. The first one speaks about the legendary folk tale of the Monkey King, which is a character from the classic Chinese novel *Journey to the West*. The second tale speaks about an immigrant child named Jin Wang, who has moved from San Francisco's Chinatown to a mostly white suburb. He struggles to fit in his new school and in the white American culture. His story links the other two narratives altogether. The third tale tells the story of a white American boy named Danny, whose Chinese cousin Chin-Kee comes and visits every year. Chin-Kee displays many American racial stereotypes of the Chinese in terms of accent, dress, hairstyle, physical appearance, eating habits, academic performance, and hobbies, which Danny is troubled with.

At first, the three tales seem separate from one another; however, at the end of the book, readers discover that Danny is actually Jin-Wang, who is transformed into a white boy after being prevented from pursuing his love for the one he loves for being a Chinese guy. Danny fights Chin-Kee, who is actually the Monkey King, who comes to visit him annually to remind him of his true identity as Chinese. Ultimately, Jin-Wang accepts his Chinese identity and abandons his 'Danny' persona.

According to the critiques, ABC embraces racial struggles and stereotypes concerned with the Chinese and other East Asian ethnicities, as in 'Chin-Kee' persona. It also discusses the identity crisis that is abandoned for so many inferior humiliation which leads to identity transformations. It also discusses the thematic concern of seeking power after being humiliated, and finally, a lesson in accepting one's true identity, no matter what it was.

- ***March (2013)***

According to Encyclopedia Britannica, the history of the Afro-Americans started when the Africans assisted the Spanish and the Portuguese in exploring America. It began in 1619, when 20 Africans landed in Virginia. They were not slaves, but indentured servants, i.e. serving somebody for a specific period of time. By 1660, a large number of Africans were