

ABSTRACT

The typical media stereotype American black singers more excessively dominant than other singers. This study examines how three American black singers use Twitter as an online social networking service to present their own personalities. The literature probes the spots of male domination in the American black singers' tweets. Twenty five tweets from each singer were collected, then coded, analyzed and described using Critical Discourse Analysis. In addition, this study is a descriptive qualitative study on the representation of male domination in American black singers' tweets involving (1) the themes of discourses that represent male domination in American black singers' tweets, (2) the representation of male domination in American black singers' tweets, (3) the meaning and values of American black singers' tweets. This study was conducted from September 2012 to May 2013. Based on the research findings, it was found that, twenty five tweets from each singer that has coded and totaled based on the themes of tweets, it was found that there were seventy-five tweets of declarative statement theme in Akon, J. Holiday, and 50 Cent' tweets. Next, the themes of American black singers' tweets showed the representation of these three Black singers. They are racism, ethnicity, and athleticism and there were three meaning and values of Akon, J. Holiday, and 50 Cent' tweets. They performed the concept of power, gave the online identity constructions, and countered the media stereotype about Black people.