Chapter II
Representation of Sexism and Semiotics

This chapters contains the Theoretical Foundation of the study. The contains of the following: Previous Research, Mass Communication, Netflix Series, Representation, Sexism, Semiotics, and the grand theory of this study.

2.1   Previous Research

The research is from two undergraduate thesis with related topics. The similar research is already made by Rucka Z M from University of Utrecht in 2021. The title of her research is "A Textual Analysis of Traditional Representations of Women in The Queen's Gambit". The second is made by Anak Agung Sandra Novita Dewi, and Agus Darma Yoga Pratama from University of Warmadewa Indonesia in 2023. The title of their research is "The Analysis of Sexist Language in The Queen's Gambit Drama Series".

Rucka's research, her research was conducted to answer its central question: In how far does the representation of the main protagonist in the TV miniseries The Queen's Gambit (Netflix, 2020) break with traditional representations of women in audiovisual media. The process of answering the research questions of this study requires textual analysis of the selected materials or data collected for research.

The researcher chose four separate scenes from the series' seven different episodes. The selection of the four scenes depended on their interconnectedness in terms of recurring themes and situations. Accordance

with concepts related to the representation of women in audiovisual media. The selected scenes were also chosen to show the development of the main protagonist. Also to help analyze how she deals with and views issues regarding the impact of gender on professions at different stages of her life and career in the series.

The scenes were analyzed based on John Fiske's theory of cultural codes and categorization into television stages. The results of the analysis are based on further contextualization of the author's detailed analysis of the mise-en-scene elements and dialogue in the scenes. Textual research into four scenes of The Queen's Gambit shows that the portrayal of the series' protagonist as a fiercely independent, intelligent and passionate woman. This goes against traditional representations of gender and female ideals in audiovisual media on a large scale.

The results also suggest that contemporary audiovisual media needs more series with unfettered female protagonists like Beth Harmon from The Queen's Gambit. It is to demonstrate and break away from biased stereotypical representations that are influenced and consolidated by oppressive systems such as patriarchy. This research aims to contribute to the current academic debate on traditional representations of women in audiovisual media through the results of this study (Rucka, Z. M. 2021).

Second is the research of Anak Agung Sandra Novita Dewi, and Agus Darma Yoga Pratama, this research aims to find out the types of direct sexism and indirect sexism and analyze the context of the situation in the data found in the drama series The Queen's Gambit which amounted to seven episodes.

The data are words, phrases, and sentences from the transcripts of the drama series. This research uses the theory of types of sexism by Mills (2008) and the theory of situational context by Hymes (1977).

This research uses descriptive qualitative method and non-participant observation method to analyze the data. In collecting data, this research uses transcripts of each episode of the drama series to scrutinize the data. The next step is to watch the drama series The Queen's Gambit to find out the situation of the data obtained in the transcript. Then, this research identifies, codes, classifies, and analyzes the data that has been obtained. As a result, 70 data were observed, with 32 data on overt sexism and 38 data on indirect sexism and the most frequently occurring data was supposition with a total of 14 data that had been found (Dewi, A. A. S. N., & Pratama, A. D. Y. 2023).

2.2 Mass Communication

The method of sending messages from communicators to recipients using mass media as the medium is known as mass communication. Mass communication is a reliable way to convey information between people who want to spread information and people who want to be informed. Mass Communication for this section is the theoretical basis for reviewing several relevant theories and studies of representation, and sexism. That will be obtained by collecting various theories of experts to get a picture that is closely related to the problems discussed by the researcher.

Mass communication is the technologically and institutionally based production and distribution of the most broadly shared continuous flow of messages in industrial societies (Gerbner in Jallaludin Rakhmat, 2019.)

Communication channels that are often utilized in this mass communication include print media, electronic, and internet mass media. Mass communication can be defined as the process of communicating through mass media.

In the study of mass communication, the media aspect is extremely important. Print media is often used to transmit written or graphic messages. Newspapers, magazines, tabloids, bulletins, posters, pamphlets, and other forms are examples. While electronic mass media is a mechanical message delivery medium, the message form for radio and television can be audio or audio-visual. People can access a wide range of websites, social media platforms, and the other online contents these days.

People may swiftly and easily look for, exchange, and access information using the internet. Internet mass media, a type of media product, then started to appear. In accordance with the object of this study's discussion, Netflix is a media platform that requires the internet to access it. Netflix is included in the Internet Mass Media product.

2.3 Netflix Series

A movie series is a type of visual media that consists of several episodes or segments connected by an ongoing plot or theme. Then, according to Mittell, Serial builds a world that is a continuous narrative and houses a stable cast of characters who go through a series of events over time (Mittell in Vanie and Javiera, 2023). Serials are associated with television shows with narrative stories. According to the Cambridge dictionary, the term "serial" as a set of broadcasts translates as "a set of television or radio broadcasts on the

same subject or using the same characters but in different situations" (Cambridge Dictionary, n.d).

Basically, series and movies are the same thing. Both contain audio-visual media that combine narrative and cinematic elements, but series have a longer duration. The narrative elements of a serial include plot, setting, characters, point of view, and conflict. Meanwhile, cinematic elements include everything from visual equipment. Serials have several episodes and each episode has a running time of about 30 to 60 minutes.

In contrast to films which only present one theme at a time, series present something (can be stories, films, events, etc.) in a row with different themes. Series have advantages over films because the stories or characters presented can develop continuously. This attracts the interest of the audience to continue to follow the development of the story. In addition, the series format also allows creators to explore themes or characters in detail. In order to create unique episode-by-episode stories based on general plots, each series narrator has their own style. The characters in the series have advantages by having more time and duration for character development.

Netflix is a digital streaming service provider based on membership fees that allows its users to watch TV shows, movies, and other content without advertisements on internet-connected devices. Netflix is the world's largest entertainment platform, as evidenced by its total subscribers reaching 203.7 million from its inception until 2020. Inside, there are a variety of viewing options, including films and drama series from within and outside the country of various genres. Netflix also has one of the exclusive features

and content that exists only on Netflix and provides subscribers with a unique experience every day, namely the Netflix Original Series.

Netflix Original Series are series created solely by Netflix with a variety of titles and genres to provide customers with a wide range of options based on their preferences. Netflix Original Series has on average shows with a deeper message than other shows. The Netflix Original Series, which have deep messages in each series, have the potential to change the mindset of the audience in a positive direction, especially given the large number of subscribers, so that messages can be delivered to a large number of people.

2.4 Sexism

According to Salama (in Herawati 2018) sexism is prejudice or discrimination against other groups based solely on differences in gender or sexual orientation. Sexism can take many forms, such as objectification, demeaning and harassing depictions of the other sex, and gender stereotyping. Although the exact origin of the term "sexism" is unknown, many people think that it emerged during the second wave of feminism in the 1960s and 1980s as an attempt to draw attention to the oppression of women.

Ideas and norms about what men and women should achieve in society are enforced by sexism. Gender stereotypes are sexist assumptions about men and women that elevate one sex above the other. Such hierarchical thinking may be unconscious, emerging as unconscious bias, or it may be conscious and unintended. While this affects everyone, women are proportionately affected by sexism.

Sexism is a form of prejudice or discrimination against other groups that have gender or sex differences. It can also refer to a whole system of differentials towards an individual's sex, misogynistic traits (Doob in Hakiki and Mashuri, 2021). This perspective aligns with broader sociological and feminist theories that view sexism not merely as individual bias but as a systemic issue embedded in cultural, economic, and political structures. Doob's emphasis on sexism as a systemic problem underscores the need for a comprehensive approach to addressing it. This includes not only changing individual attitudes, but also changing institutional practices and policies that perpetuate gender inequality. In conclusion, Doob's framing of sexism as a form of prejudice against those with sex or gender differences and a systemic problem that requires multifaceted solutions provides a valuable lens for understanding and combating gender-based discrimination.

Sexism is the belief that one gender is better than the other. In general, sexism supports a patriarchal system where they assume that men have higher abilities or degrees compared to women, therefore they (men) must have power over them (Macionis in Hakiki and Mashuri, 2021). This belief system supports and perpetuates patriarchal structures, where power and authority are predominantly held by men. Addressing sexism, as described by Macionis, involves challenging these deeply ingrained beliefs and dismantling the structures that sustain them. Efforts such as promoting gender equality in education, advocating for equitable workplace policies, and encouraging female leadership are essential in combating these discriminatory practices. In summary, Macionis's underscores the ideological

foundation of sexism as a belief in male superiority, which upholds patriarchal systems of power.

Sexism itself is ambivalent, which is a theoretical concept in expanding the understanding of sexism. Ambivalence in sexism are benevolent sexism and hostile sexism. Benevolent sexism which is a subjective attitude that is positive towards protection, idealization, and affection. positive subjective attitude towards protection, idealization, and affection towards women. However, benevolent sexism unconsciously shows that the position of women is lower than men, Hostile sexism which is defined as an attitude that lacks dominance, degradation, hostility, and equality. Hostile sexism is closer to traditional sexism in the form of offensive actions, sexist jokes, and harassment (Glick & Fiske in Hakiki and Mashuri, 2021).

Glick and Fiske's theory of ambivalent sexism highlights how both benevolent and hostile forms of sexism contribute to maintaining patriarchal structures. While hostile sexism overtly undermines women's equality, benevolent sexism subtly upholds traditional gender roles under the guise of positive intentions. Both forms are harmful, as they perpetuate stereotypes and hinder genuine progress towards gender equality. In conclusion, Glick and Fiske's theory of ambivalent sexism provides valuable insight into the complex and multifaceted nature of sexism. The theory underscores the importance of recognizing and addressing the overt and covert ways in which gender inequality is maintained in society. Therefore, efforts to combat sexism must address not only hostile acts but also subtle, seemingly positive attitudes that contribute to the systemic subordination of women.

2.4.1 Types of Sexism

The notion of sexism was put forth by Glick and Fiske as a concept to shed further light on this problem. According to them, there are two types of sexism: benign sexism and hostile sexism. While benevolent sexism has three components—gender distinction, heterosexuality, and paternalism—hostile sexism is a single aspect. The underlying assumption of both forms of sexism is that women are the "weaker" sex. Although the forms are different, both seek to maintain men in positions of authority by placing women in submission.

2.4.1.1 Ambivalent Sexism

Ambivalent sexism is a theoretical framework that states that sexism against women is multidimensional and includes both hostility and kindness. The concept was developed by Peter Glick and Susan Fiske in the late 1990s to understand the complexity of gender-based prejudice. Ambivalent sexism states that sexism is not just antipathy towards women, but also involves both hostility and kindness. The coexistence of positive and negative feelings towards women is seen as a way to justify unequal gender relations. Ambivalent sexism has a significant impact on women and society. Benevolent sexism, in particular, can be damaging because it reinforces traditional gender roles and stereotypes, limiting women's opportunities and reinforcing their subordinate position relative to men. Ambivalent sexism is a

complex and multi-sided concept that highlights the need for nuanced understanding and research on the different forms of sexism that women face.

2.4.1.2 Hostile Sexism

A hostile sexist often believes that women are aggressive, smart, and try to manipulate men through seduction. Hostile sexism aims to hinder movements such as feminism by perceiving gender equality as an attack on traditional values or masculinity. Hostile sexism is more overtly misogynistic than benevolent sexism. Women are often particularly threatened by hostile sexism.

2.4.1.3 Benevolent Sexism

More precisely, benevolent sexism can be defined as a system of views or beliefs about women that labels them as innocent, just, loveable, pure, and soft. This view is often characterized by a desire to defend and preserve women rather than being an outward sexist. This viewpoint is often referred to as modesty or traditional values. However, a benevolent view of sexism is often detrimental to women's rights and even their safety, despite their outwardly admirable qualities.

Sexism in general can be used to understand ambivalent sexism. Traditional gender norms, which prioritize men in positions of authority in the household, society, and government, are a major source of sexism,

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especially in Western countries. Benign sexism often targets women who respect and defer to a largely patriarchal society to comply with gender norms. In other words, women who fulfill expectations are seen as good, innocent and pure. In contrast, women who do not conform to patriarchal roles are considered deceptive, irrational, and interested in controlling men, and as such, they should be subjected to unpleasant sexism.

2.5 Women in The Cinema Industry

Women are an interesting issue to discuss, especially in the mass media, especially movies. The mass media's interpretation of women shapes society's view of women. According to Pinem (Pinem in Putri, Azizah and Maharani, 2022) Patriarchy is a social status system that draws men as the main authority at the center of social organization. as the main authority at the centre of social organization. Higher status than women in all respects both in social, cultural, and other lives.

The discussion of the role of women in the film industry cannot be separated from the ideology of feminism. Feminism is a women's movement that advocates for liberation, or equal rights and justice for women and men. In 1837, a utopian socialist activist Charles Fourier created the term feminism. With the publication of John Stuart Mill's The Subjection of Women in 1869, the movement centered in Europe moved to America and grew rapidly. Their struggle marked the birth of First Wave feminism (Irawan, 2014).

This is interesting because it triggers the struggle for gender equality and the growing feminism movement in the world. According to Effendi, film

is defined as a cultural product and a means of artistic expression. Film as mass communication is a combination of various technologies, such as music, but also photography and sound recording, fine arts, literary drama and architecture (Sugianto et al., 2017). Initially films reflected the behavior of society and sometimes innovated it, but since the 1950s the film world began to marginalize and degrade women through the roles given in films.

Tuchman points out that the portrayal of women in the media is not in line with changes in society, such as changes in gender roles promoted by the women's movement. Therefore, the media tends to demean women and does not reflect reality (Tuchman in Tayibnapis and Dwijayanti, 2018). This mismatch highlights the persistence of gender stereotypes and biases in media representations, which can reinforce societal norms and hinder progress towards gender equality and social justice.

Since the birth of feminism, film has served as a tool for this movement. Films are believed to be used as ideological tools to counter stereotypes of women by men. In the 90s, the portrayal of women in the media grew rapidly. They were portrayed as owning their own businesses, equal to men in terms of education and income, and increasingly involved in the arts and politics.

In this era, the role of women in the film industry has grown very rapidly, this can be seen from the variety and number of shows and films that make women the main actors, one example is actress Anya Taylor-Joy, she debuted her film entitled The Witch, since then the films she starred in include Morgan, Emma, and Last Night in Soho, Peaky blinders, and so on. She also

earned her first golden globe trophy as the best mini-series or tv movie actress in 2020 with The Queen's Gambit. She also got her first golden globe trophy as the best miniseries or tv movie actress in 2020 through The Queen's Gambit series.

Apart from actresses, there are female directors who are experts in their fields, one of whom is Greta Gerwig. Some of the famous movie titles directed by Greta Gerwig are Barbie, Little Women, and Lady Bird. Not only did she direct Lady Bird, she also acted as a scriptwriter in this movie. Lady Bird is a successful movie that grossed $80,120,944 at the Worldwide Box Office. The film also won several awards, one of which was the best screenplay winner at the Boston Society of Film Critics Awards in 2017.

2.6 Relation Between Men & Women in The United States in The 1950s and 1960s

The common perception of the 1950s and 1960s is that it was a time of conformity, where men and women adhered to social norms and gender roles. Many Americans sought to create an impression of a wealthy and peaceful society after the devastation caused by World War II and the Great Depression. However, this idealized image often ignores the complexities and tensions of the time, including underlying social inequalities, racial segregation, and the beginnings of movements for civil rights and women's liberation.

Gender roles defined things like sports, entertainment, and goods as masculine or feminine, which in many ways limited what people could and could not achieve. It was very unusual for a woman to work as a manager,

director, garbage collector, or even an athlete in the 1950s and 1960s. Naturally, the belief that these jobs were men's work and women could not do them was the basis for this (White, 2021). However, existing laws, rules and societal structures supported the idea that women were marginalized. It was believed that women did not really have the right to be financially independent.

As a result, prejudices about women were prevalent at the time, stating that women were inferior, incapable, and sometimes even objects of desire. In addition to feeling ostracized, women are also often the target of discriminatory practices in various contexts, including in the hiring process, achieving career goals, and more. Women constantly experience limitations in their work, viewpoints, and choices. There are several justifications offered, such as the fact that women are more creative when they are at home caring for their partners and children, or the notion that women's professions are unnecessary (Khan, 2021).

2.7 Women in The Chess Sport

In real life, women in chess are underestimated; men have dominated the game for a long time, which makes it a male-centered activity. The gender imbalance in the game of chess has been a subject of debate and discussion. According to Tkachiev (2015), the main causes of male dominance in the sport are discrimination, rules, and stereotypes against women. The main character in The Queen's Gambit series has an independent and strong personality, the existence of this series is slowly breaking and changing the

stereotypes of women in society, especially in the chess community. Therefore, the movie is believed to influence people's perspective.

2.8 Representation

Each representation in the movie shows and explains the character's sense of self, which is usually inherent in all people (Paramita, 2017). Stuart Hall (1997) defines representation as the act of creating meaning through language in his book Representation: Cultural Representation and Marking Practices. Language used in the media has the ability to convey meaning quickly and shape viewers' perceptions of representations, even representations that show sexist behavior. Sexism is still deeply embedded in people's attitudes, behaviors and thought processes, even in developed countries such as the United States and the United Kingdom. In contemporary society, sexist behavior is still pervasive and entrenched (Macionis & Gerber, 2010) (in Prastika Sari et al, 2022).

According to Stuard Hall's 2003 representation theory (Hall in Diningtyas, 2017), representation is the process by which people give meaning to the ideas they have about things and events in their minds. Presenting, describing, or describing something is not the only thing that makes up a representation, but also involves how the thing or event being described is understood. Hall divides representations, among others, into two categories:

1. Mental representation: concepts perceived by the senses through sight, sound, or emotions experienced in the mind;

2. Language representation: concepts that are realized in language to gain significance after being understood by the senses.

This research looks at how sexist behavior is portrayed in the Netflix series The Queen's Gambit. This depiction will be seen and examined through dialog and situations in the series.

2.9 Semiotics

Semiotics comes from the Greek word *semeion* which means sign. Semiotics can also be interpreted as a concept that teaches humans to interpret the signs that exist in a particular object. Semiotics aims to find out the meanings contained in a sign or interpret meaning so that it is known how communicators construct messages. Communication semiotics emphasizes the theory of sign production. Semiotics has three main areas, namely:

1. Signs, consisting of rules about different signs, the ways in which different signs convey meaning and the way those signs relate to the people who use them.

2. Codes or systems that organize signs. This study covers the way various codes are developed to meet the needs of a society or culture or to exploit the means of communication available to transmit them.

3. Culture is where codes and signs operate. In essence, culture depends on the use of these codes and signs for its own existence.

2.10　Charles Sander Peirce's Theory of Semiotics

Charles Sander Peirce's Theory of Semiotics states that logic is the basis of semiotics because logic examines human reasoning, whereas Peirce believed that reasoning is achieved through signs. Signs have the power to connect human minds with each other. Representation and interpretation are Peirce's two basic theories about the nature of signs. A representational sign is "something else", while an interpretive sign can be interpreted in various ways, depending on the user and the recipient. Peirce's triadic model is widely recognized, there are representamen, object and interpretant. Peirce's theory is considered by experts as the grand theory of semiotics, assuming that his ideas are comprehensive, namely a structural description of all signaling systems (Usman, 2017).

Peirce's Triangle Theory of Meaning

Representamen

Interpretant　　　←　　　　　　　Object
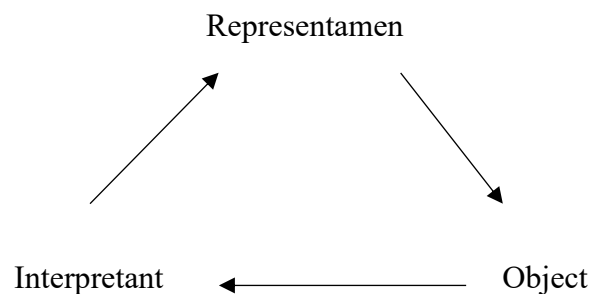
Source: Alex Sobur, Analisis Teks Media. (2001)

1. Representamen (Sign) is a physical form or anything that can be absorbed by the senses and refers to something, Representamen is divided into three:

    1) Qualisign: a sign based on its nature.

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2) Sinsign: a sign based on its shape or appearance in reality.

3) Legisign: a sign based on a generally accepted rule, convention, or code.

2. Objects are classified into three, including:

1. Icon, a sign that resembles what it represents or a sign that uses similarities or the same characteristics as what is intended.

2. Index, a sign whose nature depends on the existence of denotation (true meaning) There are three types of indexes:

1) Spatial index: refers to the location or space of objects, creatures and events in relation to the user of the sign.

2) Temporal index: this index connects objects in terms of time.

3) Persona index: this index connects the parties taking part in a situation.

3. Symbol, a sign determined by a generally accepted rule or determined by a mutual agreement.

4. Interpretant, divided into three:

1) Rheme is a sign that can still be developed because it allows interpretation in different meanings.

2) Dicent Sign is a sign whose interpretation has a true relationship or a sign that is in accordance with the facts and reality.

3) Argument is a sign whose interpretation is generally applicable or a sign that contains reasons about something.

Charles Sander Peirce's Theory of Semiotics states that logic underlies semiotics because logic examines human reasoning, which according to Peirce is done through signs. Peirce's triadic model, consisting of sign, object, and interpretant, is highly venerated. This approach provides a more comprehensive framework for analyzing the function of signs. Therefore, it is a powerful and flexible theoretical framework for studying signs and meanings in various contexts. Peirce's semiotics can be applied to a wide range of fields, from linguistics to visual arts, enhancing understanding of how signs operate across different media. Its adaptability allows it to examine both traditional and modern forms of communication, making it relevant in the ever-evolving landscape of sign systems.