

The Representation of Literacy as Power and Danger in J.K. Rowling's *Harry Potter and the Half-blood Prince*

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Abstrak

Literasi kebanyakan dihubungkan dengan kekuatan yang dapat membuat seseorang menjadi lebih baik atau menyediakan pelarian diri, padahal sebenarnya literasi juga dapat membuat seseorang menjadi lebih buruk dan membahayakan dengan cara yang lain. Perbedaan pandangan tersebut telah membawa literasi ke sudut pandang akademik baru yang dinamakan Studi Literasi Baru. Literasi-literasi dalam *Harry Potter dan Pangeran Berdarah Campuran* karya J.K. Rowling merepresentasikan lebih banyak bahaya daripada daya karena lebih banyak tokoh yang melihat literasi sebagai bahaya daripada daya. Literasi dimaknai sebagai daya hanya dimata Harry Potter, dalam hal ini, literasi direpresentasikan melalui penghindaran dari kenyataan, perbaikan kelas sosial dan peningkatan popularitas. Daya dalam literasi behubungan erat dengan kapital literasi yang telah memungkinkan Harry mendapatkan kapital-kapital lain dengan praktek dan artifaknya. Bahaya dalam literasi adalah kebalikannya; Hermione adalah tokoh yang sering melihat literasi dari sudut pandang ini. Meskipun demikian, Harry dan Ron dalam saat-saat tertentu juga merasa demikian. Bahaya dalam literasi ini direpresentasikan melalui pemicu perlakuan yang berat sebelah, memberikan kesempatan untuk menipu, penurunan kelas sosial dan pemicu *bullying*. Setengah dari representasi tersebut disebabkan oleh propaganda kementerian sihir dan setengah lainnya disebabkan oleh buku Pangeran Berdarah Campuran.

Kata Kunci: *representasi, literasi, daya, bahaya*

Abstract

Literacy is mostly associated with power that can upgrade people in some ways or provide them escapism while it can also degrade and endanger people in other ways. These different views in literacy have brought it to new perspective of study named New Literacy Studies (NLS). Literacy in *J.K. Rowling's Harry Potter and the Half-Blood Prince* is stronger represented as danger than power since more characters see it as danger than as power. Literacy is seen as power only in the eyes of Harry Potter; in this case, the powers of literacy are represented through escapism providing, social class upgrading and entertainments creating. Powers in literacy are hugely related to literacy capital in which enables Harry to acquire more capitals by using literacy practices and artifacts. However, dangers in literacy are the opposite; it is mostly seen by Hermione but in some cases, Harry and Ron also feel it too. Biased-treatment, providing chance-of-fraud, degrading social class and triggering bullying are the representation of literacy as danger. Half of the representations are caused by Ministry of Magic Propaganda and another half is caused by Half-Blood Prince Book.

Keywords: *representation, literacy, power, danger*

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INTRODUCTION

This research concerns on how literacy is represented and how the roles of literacy are in literary work. In this case, *Harry Potter and the Half-blood Prince* by J.K. Rowling is chosen to be analyzed since it shows varieties type of literacy which also has varieties role; first its main conflict is about the problem of literacy; it is represented in a mysterious book owned by The Half-blood Prince which shows easier and efficient way of potion-making. Soon, Harry who is originally lacking in potion class becomes a rising star. Moreover, friendship between Ron,

Harry and Hermione is in danger; the book owned by half-blood Prince makes his two friends feel uncomfortable around him. This literacy carries the value of both power and danger to different characters. In addition, the spreading news of Voldemort return has caused many bodies which include government to use literacy as the media of propaganda. Thus, literacy in this novel has very prominent role which I believe is worth a research.

This topic is chosen since literacy in literary works is often underestimated; the value of literacy and media is often neglected since the literacy events always occur in

every of them. However, it does not mean that they have trivial contribution toward the story and the characters; it is just most readers' focus are on other elements (Williams and Zenger, 2007: 6). This importance appears in represented literacy in literary work which events in has very prominent role toward (either) plot developments, character identity formations, representation of cultural conventions and government attitudes on people and etc (Williams and Zenger, 2007: 6). Therefore, I believe this very complex contribution of literacy in literary worth a further deep research.

This research is conducted to describe the representation of in *J.K. Rowling's Harry Potter and the Half-blood Prince as power and danger*. It will be conducted by dismantling every portrayed literacy event and analyzing their practices, thus, real values which usually seem trivial and invisible to most people can be analyzed deeper.

Theories that are used here are new literacy studies by Street, Lefstein and Barton (2007) which defines literacy as a text produced and consumed by literate individuals (Street and Lefstein, 2007: 45) and theory of the representation of literacy by Williams and Zenger (2007) which argues that literacy can both represented as power and danger. Last, those theories are supported by theory of critical media literacy by Kellner and Share (2005 and 2007) and literacy capital by Retnaningdyah (2015). More specifically, what is used throughout the research is theory of the representation of literacy by Williams and Zenger (2007). They argue that literacy in that is not official gives the hero in the novel more power than the official ones. On the other hand, literacy can be dangerous when it is misinterpreted or when the writer is fraudulent or when the writing is unschooled (unofficial).

Literacy has been described as writing and reading for very long times. However, in 2007 Brian V. Street and Adam Lefstein also come up to define literacy as a text produced and consumed by literate individuals (Street and Lefstein, 2007: 45). Thus, it can be seen that literacy meaning has developed and varied. One of various perspectives in literacy is literacy as social practice which is approached by ethnographic and sociolinguistic perspective which deals with everyday meanings and uses of literacy in certain cultural contexts (Street and Lefstein, 2007: 142). As a social practice, literacy in this case relates the activities of reading and writing to embedded social structure (Barton, Hamilton and Ivanic, 2000: 7).

Literary works always show literacy events and practices as social phenomenon in form of representation. According to Williams and Zenger (2007: 85-104), action heroes are usually described as a person who is capable of reading and writing what he wants when it is necessary.

In many action scenes, it can be easily found that the heroes often break institutional and conventional rules and get in trouble with society or even his supervisor. Thus it turns the hero as a rebel, as a loner who does not want to be bound by institutional rules and traditions. The lone heroes who step out from cultural norms usually get back to mainstream, culture with a great welcome.

Besides providing power, literacy can also provides danger. Williams and Zenger (2007: 105-123) propose a new view of literacy by linking it to possible dangers that may it brings out. Once again, no guarantee at all whether it is reliable or not; thus readers are not suggested to put so huge trust on it. Misreading and misinterpreting are often cause by rejection of wisdom in authority which includes school or other cultural institutions. Second is unschooled literacy; due to institution influence, the term of unschooled literacy comes to surface; depicting the role of school in literacy as a savior and good thing. Next is misplacing trust in written words; it basically deals with the authentication of authorship. This proposal comes up because of the frequent appearance unschooled literacy which is mysterious; author is unknown. The first thing that can turn literacy into a danger is misreading and/or misinterpreting the texts.

The result of this research hopefully can theoretically contribute to the literacy research within the theme of literacy from the view of literacy as new studies. Moreover, the application of representation, new literacy studies, critical media literacy and class distinction theories hopefully can give good contribution to future researchers, thus research of classic, recent or even contemporary novels can be rapidly improved. Besides, this research is conducted in order to enrich knowledge and deepen understanding about literacy, thus hopefully it can raise people awareness of the significant role of literacy in everyday life

METHOD

This research is a literary research which data is taken from *J.K. Rowling's Harry Potter and the Half-blood Prince*, the sixth of seven novels in Harry Potter series. In data collection, it focuses on reading critically and documenting every portrayed literacy event and practice in the novel. The data is in form narrations, plots, quotations, dialogues or monologs of designated characters to their reveal speeches, thoughts, actions, and attitudes. Those events and practices are later classified based on similarity of contexts to reveal the represented literacy using theory of new literacy studies and representation of literacy. This is an initial stage to classify whether literacy practices in the novel are seen as power or danger. Later, using theory of critical media

literacy and class distinction, classified literacy practices are being analyzed deeper to dismantle the possible purpose within texts and their effects. The final analysis of the research is presented as quotation and description then followed by critical explanation from the point of view of literacy from textual approach.

ANALYSIS

Literacy as Power

Literacy enables the agent to get many benefits which enable them to do things they cannot be near to before, for example when one is reading, he usually feels represented and this makes him feel not alone in facing whatever he faces. Those kinds of benefits are basically things that make the agents see that literacy is actually powers. This is almost exactly what happens to Harry here, even though literacy here gives the power to win on things in school. The tense wizarding community condition, is a factor that makes literacy out-shines its original power in normal condition. Actually, what literacy provides are things that did not really matter and can be acquired easier, however, since murders, disappearances, and such horrifying incidents keeps happening, those things turn rare and precious. In this case, they are escapes from pressures, upgrades of social class and increases of popularity.

In *Harry Potter and Half-Blood Prince*, Harry was not really actively participating in literacy since he does not read and write much, neither portrays any practice that shows that he is interested in it. However, he feels comfortable and forgets his pressures when he reads Dumbledore's letter. These effects are strengthened by current wizarding community condition which is full of tense thus he needs to recharge his energy to face other things. Literacy practice or what he reads is one that provides an escape for the Harry. In this case, literacy in form of Dumbledore's letter is sent to inform Harry that he is going to be escorted to the Burrow when he is on Privet Drive.

A way to trace literacy practices and effects are by its symbolism. When Harry shows the action of reading the letter, clock shows that the time is one minute to eleven. The predominant symbolism of a clock is of the number; in this case, eleven symbolizes transition and one symbolizes the center. Those two numbers represent literacy as the center of transition for providing changes and escapes. This is proven by the fact that real escape is yet to happen, but Harry has felt delighted and relaxed merely by receiving and reading Dumbledore's letter. Moreover, the hands which are the symbol of strength is in relax condition since it holds the letter; this means that literacy has made Harry forgets his pressures which result the release of strength which is usually used to fight; as if

something good has happened, while in fact, it is still uncertain whether the letter contains truth or falsehood or whether it leads him to freedom or disappointment.

Beside an escape, literacy can also provide a social class upgrade since school is full of hierarchies which can be seen from academic performance, economic wealth, supporting networks and many others.

In *Harry Potter and the Half-blood Prince*, the hierarchy upgrades are mostly caused by an old Advanced Potion Making book that is owned by someone with a nickname "Half-Blood Prince". This starts when Harry unexpectedly can advances in next potion class since the teacher changes and so does the standard; having no preparation of taking the class, he is lent an old potion book by Professor Slughorn which later enables him rapidly advances to higher social class and even achieve a symbolic capital. The following data shows how Harry's situation and feeling before and after deals with literacy practice (reading the Prince's instruction) which in the end gives Harry the feeling of getting social upgrade.

Before dealing with literacy practice that is provided by the Prince, Harry feels he is very lacking in academic or less literate; this can be seen from his big effort to be able to reach it. He does not really like to deal with academic things. Furthermore, Harry's huge effort to be able to barely read the instruction of potion-making represents his feeling when dealing with literacy; that he feels hard to study. Thus, it takes really hard effort to be able to understand things in literacy in form of school lessons.

Having very bad judgment to school lessons and lacking of confidence in studying, Harry's view changes completely once one literacy practice in form of reading instructions is done. It happens when he finally reads Half-blood Prince's instruction and he advances very well in making potion. He chooses to follow the scribbled writing instruction (unofficial one) since he cannot really read the original instruction in the book (official one). Instead of cutting his bean to make the potion, he follows Half-blood Prince's instruction to crush it with silver dagger.

Harry is successful in making potion exactly like they way his textbook tell how it should have turned into the by following the instruction. This is of course shows that one reading can provide very significant effect, especially for Harry who has always been in difficulty in school lessons. There are also several evidences in that quotation; first, action of crushing bean with silver dagger is done after Harry reading Prince's instruction, thus is basically representing result of reading. Silver is color of Greek goddess Artemis which symbolizes purity, strength and focus (Feber, 1999: 205) while a dagger in military symbolizes power (Cirloit, 2001: 233); the two refer to

power that is provided by literacy practice. Also, the bean in Greek mythology is symbol of soul transmigration which represents social upgrade. Thus crushing bean with silver dagger represents how literacy practice can infuse (crushing here means triggering instead of breaking) strength and power to transmigrate from one social status to the higher one.

By this way, he gains more intrapersonal upgrade in form of confidence of his capability in potion making then finally get excellent academic performance or cultural capital. The Half-Blood instructions (Half-blood Prince's instructions) here have helped Harry to achieve cultural capital. Harry who was originally lacking in academic performance turns into very bright potion maker. At the beginning, he never knows what to do in potion; all he gets in his previous O.W.L. (Ordinary Wizarding Level) is Exceeds Expectation instead of outstanding (he only gets one outstanding) while Hermione gets an Outstanding in most of her courses except Defense against Dark Arts.

Harry even leads the way; even he takes over Hermione's lead by having the palest potion (palest is better). The word "pale" is hugely associated with brightness; this is the representation of his condition after dealing with literacy; bright and full of hopes. Pale in this case is also the indicator of success; the palest the potion gets, the more successful the potion is.

What happens later is Harry is addicted to Half-Blood Prince's instructions; he feels that Half-Blood Prince teaches him much better than Slughorn and Snape. This strengthens that literacy provide Harry very strong cultural capital, not only in the eyes of others but also in his own eyes. Thus when he gets his own book, he does not return it, but keep it.

Cultural capital that Prince's instructions provide to Harry is very easy and it is shortcut; compared to Hermione, she needs to research countless books and remember every principal from her previous classes to have an outstanding performance in class. However, Harry in this case simply follows instructions that are written by hand; these instructions are basically easy but it gives very significant influence. Therefore Harry comes up with the statement that he has learned more from I've learned more from the Half-Blood Prince than Snape or Slughorn.

Besides feeling of getting upgrade which is part of cultural capital, literacy practice in form of Half-blood Prince's instruction also causes interpersonal upgrade which is part of symbolic, social and even economic capital. Intrapersonal upgrade meant here is how others see that Harry is upgraded or seems to upgrade. Audience is the indicator of analyzing this kind of upgrade. There are two kinds of evidences based on audience response; the first one is on Hermione's negative response which

implies her acknowledgement toward Harry's seeming-becoming-literate fact and Slughorn's positive response which directly compliment his huge advance in potion making.

Hermione's comment on Harry's work with "How are you doing that?" means that she implicitly admits Harry's advancement in potion and Harry has become more literate in Hermione's view. Even though Hermione has known that Harry's incredible performance in the class is not his work, but still she implicitly admits that Harry starts to be more literate or starts to seem more literate. It shows Hermione's jealousy which of course implies her acknowledgement to Harry's seeming-becoming-literate fact which of course Hermione's jealousy is an indicator of envy to more literate Harry in potion class.

When it comes to Slughorn's positive response toward Harry's incredible performance in his class, his is another indicator of Harry's upgrade in the eyes of others. Those compliments show that Slughorn is very fond of Harry's competence in potion making even though he does not know that the fact is Harry is holding on literacy; it make him thinks that Harry is originally literate (but in fact, he is not, it is just he seem to be). Because the truth is Harry does not know the basic of potion making, he merely follows the instruction that Half-blood Prince writes in his book. If those instructions were never there, Harry would never be that good in potion and Slughorn would never see him as talented potion maker.

Interpersonal upgrade or others' acknowledgement of Harry's upgrade that is showed above shows that Harry is recognized and seen differently, full of pride which becomes very essential indicator of symbolic capital.

This happens when Harry is invited to attend Slughorn's party. As usual, Harry tries to avoid anything about Slughorn as well as Hermione, but it does not work since Slughorn has determined to have them both. This party is very private Christmas Eve party; when Harry and Hermione are invited, it indicates class distinction. Only very limited amount of people are invited here, only the ones who are phenomenal and talented are invited here.

In this case, Hermione and Harry are both invited because of their active participation in literacy. Their cultural capital has changed into symbolic capital; after party, their friends start to treat them with more respect since they are chosen to attend Slughorn's very limited party. Even though in fact, both Harry and Hermione feel imposed to go there and would rather avoid it if they can.

Literacy that which provides cultural and symbolic capital which is able to increase social capital of agents, so it results in the increase agent's popularity and in the end upgrades agent's social class. There is additional thing aside of academic things that the Half-blood Prince

book provide which later increase popularity, it is jinxes and spells which can be classified as cultural capital.

Harry is really delighted to play around with Prince's spell although he does not really sure what actually the spells effects are. Growing others' toenails fast, gluing others' tongue and etc. increase Harry's popularity in the eyes of others; some asks him to teach the spells and some think that Harry is a real talented entertainer who is able to invent such genius spells. This increases Harry's popularity since most of his friends find it interesting thus they think that Harry is really fun. In the end many of them ask him to teach them those interesting spells.

Jinxes and spells and Half-blood Princes instructions are basically cultural capital. When those two are combines, they make Harry acquire more social capital in form of popularity as the result.

In this case, social capital does not refer to membership or network but rather popularity and support. This happens when Harry holds a Quidditch trial and out of the blue, students who are there for trial are so many. Then Hermione explains to him that it was not Quidditch that is popular it is him, the one whose potion is the best and the one who performs new spells and jinxes that entertain some people. That is why Hermione said that Harry is fancy in this case.

Because of his rapid increase of cultural capital, Harry gets some female fans with every characteristic; starts from the shy ones, the stalker or even the extreme one like Romilda Vane who once tried to put on love potion into a chocolate she gives to Harry. This popularity also makes Harry be in spotlight everywhere he goes, but in this case, he rather feels uncomfortable. Many stalkers do not give him enough personal space to do things he wants to do.

Harry's social capital can finally change into economic capital when Slughorn introduce him to Worple, a writer who wants to write his biography. Harry's popularity is what makes Worple wants to write about him and he also sees that story of Harry Potter will be sold very well since people are craving over him. At this point, Harry knows Worple, who is a successful writer, from Slughorn, and Slughorn recognizes him because of his potion making skill. Thus, in this case, literacy has changed cultural capital into social capital and social capital has changed into economic capital. Moreover, when Worple says "people are craving about you", it shows that what leads Worple to write about Harry is his popularity as the boy who lives, the chosen one and even now as talented potion maker which means that it is Harry's social capital that attracts him.

If Harry has accepted Worple's offer, then he would have gain much money because of literacy. Unfortunately, Harry decides not to accept the offer with the reason of

privacy; he feels that he will be exploited more if he accepts that. Thus, Harry's social capital does not turn into concrete economic capital here because he rejects Worple's proposal to write about him.

Capitals transformation that happens here is caused by literacy, and those processes are called literacy capital. This is when the Prince's instructions make Harry seem smart (literacy changes into cultural capital), Prince's jinxes make him popular (cultural capital changes into social capital), both of them makes him recognized by others (cultural and social capital changes into symbolic capital) and he finally gets a business offer (symbolic capital changes into economic capital). Most of the literacy shown in this section affects positively to Harry that is why literacy in this case is perceived as power in Harry's point of view. However, different effects of literacy are felt and seen by other characters like Hermione as something really dangerous. It is because most of the upgrades that Harry gets are really instant while she has to work really hard for the exact same thing. Thus, while Harry goes up, it automatically makes her seems going down even when she actually stays in the same position.

Literacy as Danger

Besides power, literacy also contains danger. According to William and Zenger (2007: 105-123) literacy can be more dangerous than illiteracy if they are wrong; usually are caused by misreading texts (wrongly read) and fraudulent author and unschooled literacy (unsupervised and unofficial literacy). In this novel, Harry is the one who thinks that literacy in the novel are the representation of power most while most of the others think that what benefits Harry (what Harry thinks is power) is harming. In some cases, even Harry also thinks that literacy might bring some disadvantages, but of course, this kind of view is mostly portrayed by another character like Hermione. The sources of those disadvantages are not only Prince's instructions but also media. Mass media is in the form of Daily Prophet newspaper and Ministry of Magic's leaflets and posters. Those media proposed things for the sake of and are controlled by Ministry of Magic which cause by literacy are mostly subjectivity and frauds while Prince's instructions cause social class degrading and even bullying.

The content of literacy may bring danger to the certain party if it is too exposing; for instance it is like how most scandals disadvantages Hollywood actresses and actors. This is hugely related to critical media literacy or the real meaning and message behind a media text. In the case of Harry Potter, "The Chosen One" rumors which are made by Daily Prophet are the beginning of how he is

extremely exposed by public. What Daily Prophet does here has something to do with the Ministry of Magic since the ministry has the control over it as media. Because of Daily Prophet's articles that are biased to Ministry of Magic, Harry feels uncomfortable when he is in public. Thus, in this case Harry sees Daily Prophet as something that endangers him.

Daily Prophet is actually in government control; it can be seen since when an oblivator in the Ministry of Magic do not talk about something, and then they write it as how it is instead of digging other information from other sources; they do not dare to write about unconfirmed things when it is dealing with the Ministry of Magic. While the opposite, when dealing with "the Chosen One", they dare to write things as it has been confirmed, even though the truth is not even Neville and Luna who has been in Ministry of Magic the time Voldemort returned know the existence of the prophecy. This can be the initial clue that Daily Prophet has something to do with the Ministry and it takes the side.

Daily Prophet that should have been a neutral media strongly argues about Harry as "the Chosen One" which rumors have been started when Harry was in Privet Drive and yet to depart to either the Burrow or Hogwarts and can barely take more information about what has happened in Ministry. This is because what happens in the Ministry is government shame; Harry from the very beginning of the previous serial has told anyone he knows that the Voldemort is about to be back, asked for help and prevention but in result none trusts him, not even the Ministry of Magic. Until one day, both Harry and Voldemort were trying to get a prophecy, five teenagers fought against the Dark Lord and Death Eaters without any adult companion nor Ministry of Magic protection. Thus, they are trying to cover that shameful incident.

On the other hand, the truth about the existence of the prophecy is actually really unclear. Thus, why does Daily Prophet write such an articles? It is actually a distraction, but people do not really aware of it. Daily Prophet actually tries to cover Ministry of Magic's fault regarding to Voldemort's return which can be seen from the amount of the article; it contains more article about Harry and the Chosen One also about death eaters and Voldemort return rather than what really happens in the Ministry of Magic that causes all of those incidents. What happens in the Ministry is the truth but what becomes the highlight of the newspaper is about the unconfirmed rumors about the Chosen One.

Daily Prophet has something to do with the Ministry and does not stay neutral as mass media. In this case, Daily Prophet does not present truth but it represents truth and it proves that media are constructed. As other things that are constructed, it has the purpose. However, Daily

Prophet's purpose, in this case, has disadvantages Harry; he has suffered for all year in Wizarding community, gets very tiny personal space and even almost get spelled by his fans.

Besides trying to save sake of Ministry of Magic image in Wizarding community's eyes, the Chosen One rumors also proposed to give wizards and witches hopes in facing the return of Voldemort by using Harry as symbol. It is like they are trying to save the whole nation by sacrificing one citizen.

Scrimgeour is the current prime minister of magic now and he says very explicitly that the government is up to something and he needs Harry's help to gain people's trust on the Ministry. In this case, the ministry of magic has done two very different things to maintain wizarding community trust to the government; first is covering their shame and second it to give them hopes. The second one also works to control society panics in accordance to Voldemort and death eaters' attacks.

This propaganda can be seen here clearly since those symbolic jobs are offered by the prime minister himself to Harry. Government selfishness can also be seen when a prime minister of magic who becomes its representative does not care about the truth of the chosen one or not, all he cares about is saving the face and the image of the ministry of magic. Harry is only a teenager who has not even graduated from wizarding and witchcraft school, but the prime minister does not mind giving that huge and heavy job to him instead of stopping the rumors that media spread about him. This also strengthens my argument that Daily Prophet is behind Ministry of Magic back and is fully controlled by it.

The rumor of "the Chosen One" later becomes the factor that causes biased and subjective treatments performed by others to Harry. However, Harry does not think that treatment as advantages but rather its opposite since it distracts him in many important occasions; even sometimes others' subjective treatments even violate Harry's personal space.

Articles written by Daily Prophet which has not been confirmed its truth has caused such incident (students there violate Harry's personal space and make him feel uncomfortable). In fact, only Harry and Dumbledore know the truth of the prophecy, not even Ron and Hermione know it until the end of this novel but Daily Prophet tells its readers as if both of the witnesses told them directly. However the readers put so huge trust in this literacy and think that it is very reliable without knowing or even suspecting that this is not honest representation. Indeed, Daily Prophet does not drag people into darkness like what most fraudulent authors that William and Zenger have been told but rather dragging them to mold a huge public opinion which

results from Harry suffers from people's negative and super scrutinizing biased treatments from others.

As the result, Harry is being treated differently in negative ways. One of the effects of Daily prophet's fraud can be seen through the word "pressed faces" which represents people's high demand toward Harry as a figure so-called "The Chosen One" and causes extreme pressures and less space for him, fewer things he can hide from public. He loses spaces and privacy which is very precious even though they seem trivial before. That is how Daily Prophet's literacy, in this case, is seen as the danger for Harry. Furthermore, the way Harry expects "the Chosen One" rumors effects show how serious the rumors has been spread can be seen from; "he had expected an upswing... and he would have to endure this term". Enduring something for the whole term is of course not trivial; rumors usually comes and go fast but not this one since this rumor uses literacy as media this rumors gone serious. Harry even needs to lie simply to have some space from others. Therefore, untrue content of Daily Prophet has put Harry in very uncomfortable situation and disadvantaged him very much.

The negative biased treatments are not only portrayed by other fellow students in Hogwarts but this also portrayed by a teacher; Professor Slughorn who also believe what Daily Prophet writes. Not only Ron and Hermione, but Ginny also think that Daily Prophet's literacy in form of articles is very disadvantageous. The difference is Ron and Hermione rather think that they are the ones who are disadvantaged, Ginny think that it is Harry that has been disadvantaged. Through her opinion of Daily Prophet, it can be seen; they see it as media that cannot be trusted, exaggerated and made up and even the worst mass media. Rubbish, in this case, symbols something dirty and full of diseases; this is represented how this rumor is contagious, spreading so rapidly and infects many people includes a professor; professor Slughorn who should have been more objective as a teacher is being influenced too. This shows how big Daily Prophet's effects are.

Not only does give Harry mental pressure, but literacy that Daily Prophet is working on also gives him concrete threat when Romilda Vane tries to give Harry love potion. The concrete threat here indeed is not physical, but the feeling is also very critical. Thus by using the love potion, which is not a potion that can produce love but rather creates a very powerful obsession, is very dangerous; as dangerous as endangering Harry physically.

Those girls are victims of Daily Prophet's literacy and now their behavior turns very extremely, do not think about the side effects for them and for Harry at all. Their selfishness to gain shortcut to higher social and cultural

capital by hanging out with the Chosen One has blinded them from what is right and wrong. Simply to be taken to a party has almost made them turn into a rebel since the potion itself is actually banned in Hogwarts.

Therefore, what becomes the base of actions done by students in Hogwarts and Professor Slughorn is their subjectivity to Harry as the Chosen One (as what Daily Prophet has addressed him with) rather than as Harry as how he actually is. This is because people misread and mistrust Daily Prophet. Besides Daily Prophet, Ministry of Magic leaflets which are spread in order to raise people awareness regarding to Voldemort's return are also misread by people. In the end, they become Government medium to control society by keeping them save but they somehow cause the moral panic.

Propaganda is made in order to mold society into certain perspective, however when this propaganda is misread and fraudulent, more chaos would appear. Previous propaganda of "The Chosen One" good point is to boost people up, this is really important since moral panic about the return of Voldemort is very serious and it has drives people insane for protections. However, in the end, the one who ruins all government's effort to boost people up are the government themselves by over-spreading leaflets and posters about security guidance. The following quotations show how government leaflets contain exaggeration as if it was fuel on fire; hot up the current tense condition in wizarding community and frighten people even more.

What brings people worries are the exaggerated content in the leaflet. From the quotation, it can be seen through its appearance; purple and bold words. Purple is usually associated with power and bold is associated with a super important part. As if the leaflet contains something that effects are powerful in reminding others to be aware more of what is currently going on, but it fact it terrors them since everyone has been completely aware of what is going on. Therefore, the expected positive effect becomes negative.

Besides its appearance, the contents of these leaflets also frighten people; not to leave home alone, to put extra awareness after dark, to review security arrangements, to set up security questions in case death eaters are in disguise using Polyjuice potion, and to not entering building with death mark, as if that will protect people from being attacked by death eaters. Those things do not give witches and wizards more awareness toward possibilities of evilness but rather they create worries which lead them to irrationality; they are willing to buy strange amulets which say they would protect them in certain circumstances. This is how this phenomenon becomes the deceivers' opportunity to commit crimes.

While in fact, the leaflets that have made wizards and witches extremely worried are not that useful.

The real purpose of Ministry of Magic propagandas is to save the image of the ministry of magic and to gain wizarding community and to keep wizards and witches safe. However, propagandas that are spread through media causes side effects. Diagon Alley is the most famous trade center in wizarding community which is made based on the characters of witches and wizards in order to attract them has changed since large posters of Ministry of Magic are pasted all over the place. On the other hand, those attractions represent people's taste and society condition at that time. As it can be seen, Diagon Alley before the return of Voldemort, it is full of colors, glittering windows and etc. According to Cirloit (2001: 373) windows is the symbol of opportunities, thus, glitters and colors on the windows shows bright and glorious opportunities; this is the representation of witches' and wizards' visions.

This is how deceivers come in the action; many of them sell strange amulets and potions without clear ingredients which all of them are fraud and none works the way they have been promoted by the sellers. However, most people keep buying those strange looking amulets and potions; witches and wizards are out of their mind to differentiate which amulets are original and can be trusted and which ones are nonsense and strange. All they have in mind are panics and thirst for protections, wanting to be alive, all thank literacy in a form of Ministry of Magic common-protection-guidelines leaflets that are over-spread. Even when Harry and the Weasleys come to Diagon Alley to buy school needs, a deceiver tries to sell fake amulet to Ginny.

Besides Ministry of Magic, one more party that is being disadvantaged by literacy artifact spread by Ministry of Magic is the hospital. This is because people who actually buy those nonsense amulets and potions are physically hurt. Many of wizards and witches end up being hospitalized in St. Mungo, not because of death eaters' attack but because of their own irrationality in responding to Ministry of Magic leaflets which have been exploited by many fraudulent sellers. St. Mungo hospital which becomes very crucial place the time Voldemort return since none knows how many wizards and witches would be attacked has been filled with irrational wizards and witches who hurt themselves as the result trusting fraudulent sellers.

Therefore, it is clear that leaflets, posters, and newspapers role in this novel are as Ministry of Magic propaganda. The propaganda at first seems like proposed to boost wizarding community but after deeper analysis it can be seen that the propagandas are actually made for the sake of Ministry of Magic image. In the end, it is

wizarding community in general who suffer most; get panic and are deceived for false protections. These dangerous effects appear widely in the wizarding community because literacy involved here is mass media. When what brings danger is something that is not spread too widely, the effect is rather smaller in term of number of victims. The example can be seen in next section; how Half-blood Prince's instructions affect only Harry and Hermione instead of wizarding community wholly.

If literacy in the form of mass media contains propaganda that influences the whole nation, literacy in the form of school-book also rather influences to certain individuals. However, the impact of literacy outside mass media is as significant as those from mass media. In this case, Hermione is the one who gets this literacy side effect. Hermione who has been known as intellectual and greatly literate now has to face the truth that Harry is a step advance with the help of Prince's book. That is how Hermione gets over-sensitive all along the novels. She even accuses him directly as cheating and keeps emphasizing that the instruction is not official which means it might be not approved by Ministry of Magic.

Hermione feels threatened by Harry's sudden improvement in Potion class. Harry's great performance is greatly spotted by Professor Slughorn and all points Hermione usually made go to Harry. She still gets the spotlight for being intellectual and smart, but this spot has been hugely reduced by Harry with the help of Prince's book. As the result, she feels insecure, that is how she accuses Harry of cheating.

Hermione sees Prince's instructions as unofficial; this is hugely related to unschooled literacy and she strongly disagrees to Prince's instructions. Hermione argues that none can guarantee what would happen after following those instructions, so Harry should stop to follow those stupid instructions. However, what really happens is Hermione actually wants to be back to her original position in class and wishes that Harry would stop being so literate at this matter. She has worked so hard to achieve all that excellent academic result and been very intense being involved in literacy practices, Harry and Prince's instructions destroy what has been built for years within seconds. That is how Hermione gets angry to Harry, and the anger grows day by day.

However, it is not only Hermione who sees Prince's instructions as danger. In almost the end of the novel, total opposition happens when Harry uses one of the spells in the book to attack Draco Malfoy who almost release unforgivable spell to him. This is how Harry also starts to see the unofficial spells and instruction as danger.

Literacy can make one's life upside-down in seconds; this happens to Harry, Prince's instructions finally degrade his social class. At the beginning, Harry finds so

many self-made spells and jinxes in Prince's book, he tries some and finds most of them are funny and entertaining. He thinks that Prince's spells that he performs could entertain others and it increases his popularity. Then he finds one spell with the note "for enemy"; that is how he knows Sectumsempra spell to attack Malfoy. Sectumsempra itself is a dark magic spell that is usually used by death eaters, but this is less used compared to unforgivable spells. By performing such dark magic, Harry caught in trouble, all social-status-upgrade things has totally disappeared.

Right from the incident in the bathroom, Harry sends Prince's potion book into Room of Requirement and he does not dare to have it back. This action implies that Harry actually knows that Prince's shortcuts in making potion are actually cheating and wrong. So he hides it from anyone, afraid that he will get caught.

In result, Harry's performance in class degrades very rapidly, even professor Slughorn shows his disappointment right in front of the class. Everyone is in question what has happened to a genius and talented potion maker they have seen all this term, but Harry does not dare to answer. He just receives every treatment from others as the consequences whether it is in the form of mocks or others.

Therefore, non-mass-media literacy in form of Half-blood Prince's instructions and spells here can also give a huge impact to the performers; in this case, Harry's and Hermione's social class has turned upside-down several times because of instructions in Prince's book. On the other hand, self-invented jinxes and spells that previously provide Harry increase of popularity, in Hermione's eyes it is a bullying since the one who get jinxed are not laughing at all; this is the indicator that he feels suffering.

Non-mass-media literacy that affects one's life greatly can also be medium of intimidation. In this case, intimidation comes from the action of bullying which is done by Harry using spells and jinxes of the Prince from his potion book. Harry thinks people are entertained by those jinxes and spells while on the other hand, Hermione thinks that Harry bullies those persons. This is also Hermione's additional point to be suspicious to Prince.

Hermione starts to be more sensitive when Harry performs unknown jinxes and spells that glue the tongue to the roof of the mouth and Muffliato, a spell that fills the ears of anyone nearby with an unidentifiable buzzing. This is not because she thinks that Prince has taken over her position in being most literate but because Harry starts to intimidate others using advantages and shortcuts Prince has given to him. He starts to use those jinxes and spells for his private benefits, even sometimes he disadvantage others. In response, like what happens in previous section, Harry defends Prince's instructions. In this case, it can be

seen from the word "so what?"; which also confront Hermione.

What Hermione sees of Harry's action is bullying rather than creating entertainment; performing spells and jinxes without really knowing what they are made for cannot be accepted. Harry who starts to be familiar to literacy thinks that Half-Blood Prince can be trusted thus he never thinks that he will endanger him; Hermione's total opposite. In this case, he thinks that Half-blood Prince's instructions have been his guidance to climb up in social status, so he ignores Hermione who keeps questioning the credibility of Prince's instructions; keeps complaining because it is hand-written and not official completely.

Hermione actually gets a point; the one who does bullying always finds it fun while others are the ones who suffering. The indication whether Prince's spells and jinxes causes bullying or creating entertainment is whether the one whom are being spelled laugh or not. If he or she is not laughing then it can be considered bullying and the one who finds it funny are Harry and some others who are not directly involved.

Until one day, Harry accidentally performs Prince's spell to Ron which dangled him upside-down by his ankle. Ron's response is, he is not laughing at all and Harry's response is panic instead of finding it funny. By this point, it can be seen that Hermione is right; what Ron feels is exactly like what others feel, it is just Harry never realizes it.

Now when this finally happens to Ron, what Harry does is sending his book in the panic which indicates that he knows that he has been wrong; sending book means that he knows Prince's instructions contain danger but he still wants to defend it. It because this book has advantaged Harry so much and helped him reaches the things he cannot even near to before. Because of his greed, he wants to defend both his friend and his book; does not lose it even he knows the book contains some dangers.

Therefore, spells and jinxes that have increased Harry's popularity in the previous section are actually seen as bullying by the victims and Hermione. Even in the end, Harry himself indirectly admits that Prince's spells and jinxes that he accidentally performs to Ron are not right.

CONCLUSION

Literacy is seen as power in the eyes of Harry since he thinks he gets many benefits from it. The pieces of evidence have shown that literacy as power is represented in various forms such as providing escapism, upgrading social class and increasing popularity.

Literacy as power that is represented in the form of escapes comes from: firstly is Dumbledore's letter which gives Harry escape through its content as it says that Dumbledore would escort him to the Burrow. Besides the escape, power of literacy is also represented in the form of social class upgrade. This upgrade is hugely related to the Half-blood Prince that contains unofficial instructions; this enables Harry to acquire very huge cultural capital by having very great academic performance and symbolic capital by being recognized and praised. Social class upgrade later causes the increase of popularity. Acquired cultural and symbolic capitals enable Harry to get other capitals; social and economic. His popularity increases even more when he performs Prince's self-invented jinxes. The strong social capital finally draws Worples who is a writer; he offers Harry to write him in biography.

In contrast to literacy as power in Harry's perspective, the evidences show that in the eyes of Hermione the same literacy is perceived as danger that is represented in a form of biased-treatment triggering, chance-of-fraud providing social class degrading and bullying triggering. Even in some cases, Harry also changes his view; he perceives some of them as danger after some incidents.

The representation of literacy as danger is in a form of biased treatment; this is hugely related to Daily Prophet as Ministry of Magic propaganda. Daily Prophet and Ministry of Magic keep emphasizing Harry as the chosen one which truth is still unclear. The propaganda does not only affect Harry's personal and social life but also wizarding community wholly. Using the chosen one rumor as an excuse to boost people's spirit, Ministry of magic spreads propaganda in the form of leaflet. The content of leaflet later creates moral panic and this where frauds come. People start to sell fake amulets since everyone thirsts of protection. When mass media is able to influence people in a whole community, when it is dealing with schoolbook the influence is less wide (rather personal). Half-blood Prince's book has advanced Harry's social class, however at the same time, it also decreases Hermione's social class. Harry performs Prince's self-invented jinxes very happily since he finds it funny, but not with Hermione. She thinks that all those jinxes are a form of bullying.

Now I have already discussed in detail about the representation of literacy as power and danger in *Harry Potter and the Half-blood prince*. However, this study is still far from perfect. There are many themes within literacy that have not been discussed here due to limited scope of research and given time. This study opens to many opportunities to future researchers since my analysis has not address other representations of literacy in *Harry Potter and the Half-blood prince* such as representation of literacy and identity. In this study, literacy and identity has not been well-analyzed even though this novel contains many evidences regarding to the topic.

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