

**THE PRACTICE OF COLOR-BLIND RACISM IN THE WASHINGTON
REDSKINS MASCOT AND NICKNAME CONTROVERSY AS SEEN IN
NEWS ARTICLES 2014**



THESIS:

Submitted as Partial Fulfillment Requirement
for *Sarjana Sastra* Degree of the English Department
Faculty of Cultural Science
Universitas Sebelas Maret

By

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**ENGLISH DEPARTMENT
FACULTY OF CULTURAL SCIENCES
UNIVERSITAS SEBELAS MARET
2018**

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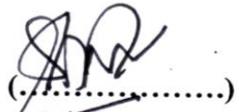
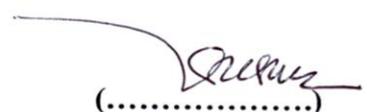
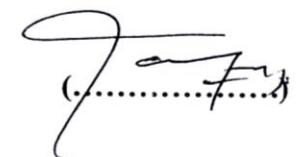
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I sincerely certify that this thesis entitled **The Practice of Color-Blind Racism in the Washington Redskins Mascot and Nickname Controversy as Seen in News Articles 2014** is my original work. It is not a plagiarism nor written by others. The things related to other people's works are written in direct quotation or in paraphrase and included in bibliography. If it is proven that I have done wrong or cheated in my writing, I am willing to take any responsibilities given by Faculty of Cultural Science, including the withdrawal of my academic degree.

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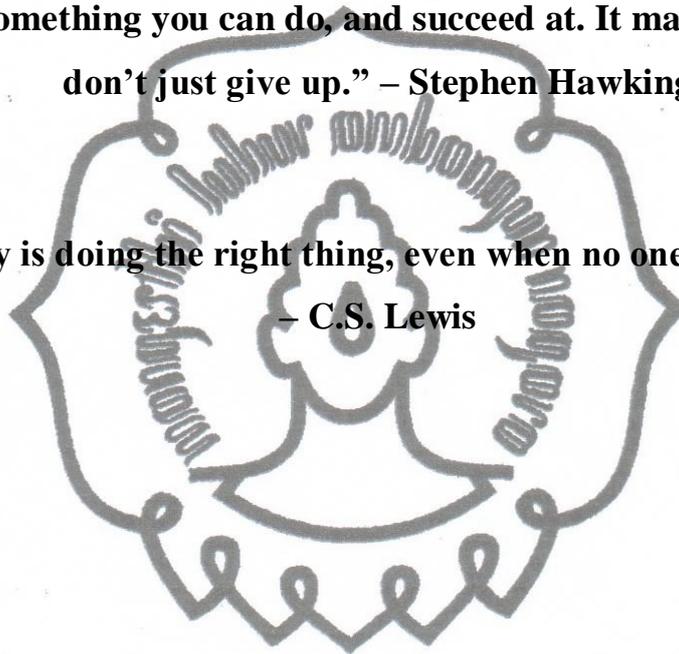
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MOTTO

“Remember to look up at the stars and not down at your feet. Try to make sense of what you see and about what makes the universe exist. Be curious. And however difficult life may seem, there is always something you can do, and succeed at. It matters that you don’t just give up.” – Stephen Hawking

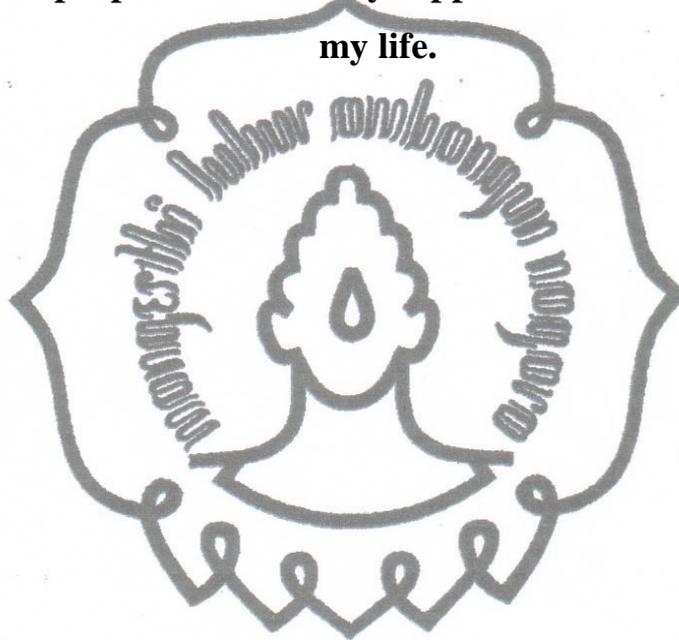
**“Integrity is doing the right thing, even when no one is watching.”
– C.S. Lewis**



DEDICATION

I dedicated this thesis to:

**My self and people who sincerely support me and become part of
my life.**



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Bismillaahirrohmaanirrohim..

Alhamdulillahirabbil' aalamiin, I want to express my great gratitude to Allah SWT for giving many things in my life that make me become 'me' today, so that I can finish my thesis. I believe that everything happened to me is His way to show me His mercy and blessing.

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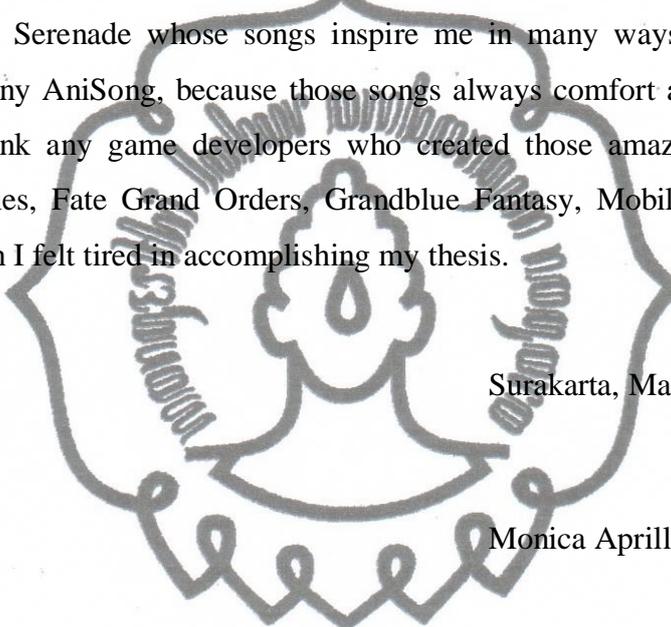
Then, I want to sincerely thank my *Sekawan* friends; Kholifatul Sauci, Nurma Hardiyanti, and Nur Hanifah who always accompany me since we were in first semester. All those happy and sad times will never be forgotten by me. I am glad that I met you all. I had good times with all of you. I hope all of you will be happy in the future.

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Surakarta, May 27, 2018

Monica Aprilliana

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ABSTRACT

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Native Americans mascot and nickname controversy has been going on since 1960s. Even though there is the existence of campaigns which oppose the use of Native Americans mascot and nickname, some teams still use it. There are many people who support the term “Redskins” used by Washington Redskins, though U.S. Patent and Trademark Office cancel this team trademark because they think this term is offensive. This research is conducted in the purpose to find out how color-blind racism exists in this case. The result of the research is used to find out the practice of color-blind racisms in the Washington Redskins mascot and nickname controversy.

This qualitative research is conducted under the scope of American Studies which especially focuses on ethnic studies and media studies. This research source of data uses online news articles from *Sport Illustrated* (<http://www.si.com>), *National Public Radio* (<http://www.npr.org>), *Washington Post* (<http://www.washingtonpost.com>), and MRCTV’s channel on YouTube which are published in 2014. In this case, Eduardo Bonilla-Silva’s color-blind racism theory is applied to analyze the online news articles indicated by the practice of color-blind racism towards Native Americans. Rhetorical analysis is also applied to analyze the words, phrases, clauses, and sentences mentioned in the online news articles.

There are four central frames of color-blind racism that are shown in analysis. The four central frames of color-blind racism; *abstract liberalism*, *naturalization*, *cultural racism*, and *minimization of racism* are practiced by the supporters of Washington Redskins’ mascot and nickname as they give their statement in the online news articles. The analysis also shows how ‘honor’ often used by the supporters shows that they are already used to the term ‘Redskins’ because media preference reinforces the stereotypical Native Americans in mainstream media.

Keywords: mascot controversy, Native Americans, Washington Redskins, color-blind racism