

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

Monica Aprilliana

C0313036

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

commit to user

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

THESIS

By

Monica Aprilliana

C0313036

Approved to be examined before the Board Examiners

Faculty of Cultural Sciences

Universitas Sebelas Maret

Thesis Consultant



Dra. Susilorini, M.A.

NIP. 196506011992032002

Head of English Department



Drs. Agus Hari Wibowo, M.A., Ph.D.

NIP. 196708301993021001

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

By

Monica Aprilliana



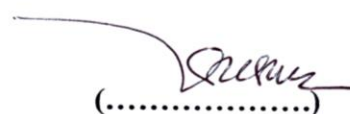
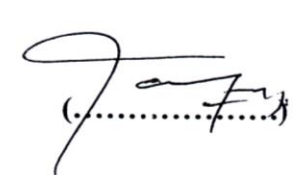
C0313036

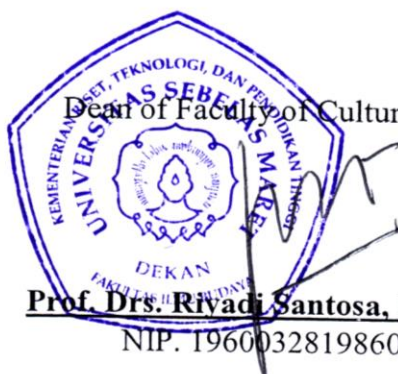
Accepted and Approved by the Board of Eximiners

Faculty of Cultural Sciences

Universitas Sebelas Maret

On June 26, 2018

Position	Name	Signature
Chairman	: <u>Dra. Sri Kusumo Habsari, M.Hum., Ph.D</u> NIP. 196703231995122001	 (.....)
Secretary	: <u>Karunia Purna Kusciati, S.S., M.Si.</u> NIP. 198211242009122002	 (.....)
First Examiners	: <u>Dra. Susilorini, M.A.</u> NIP. 196506011992032002	 (.....)
Second Examiner	: <u>M. Taufiq Al Makmun, S.S., M.A.</u> NIP. 197806272005011003	 (.....)



Prof. Drs. Rivadi Santosa, M.Ed., Ph.D.
NIP. 196003281986011001

contin to user

PRONOUNCEMENT

Name : Monica Aprilliana

Number : C0313036

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.

Surakarta, May 27, 2018

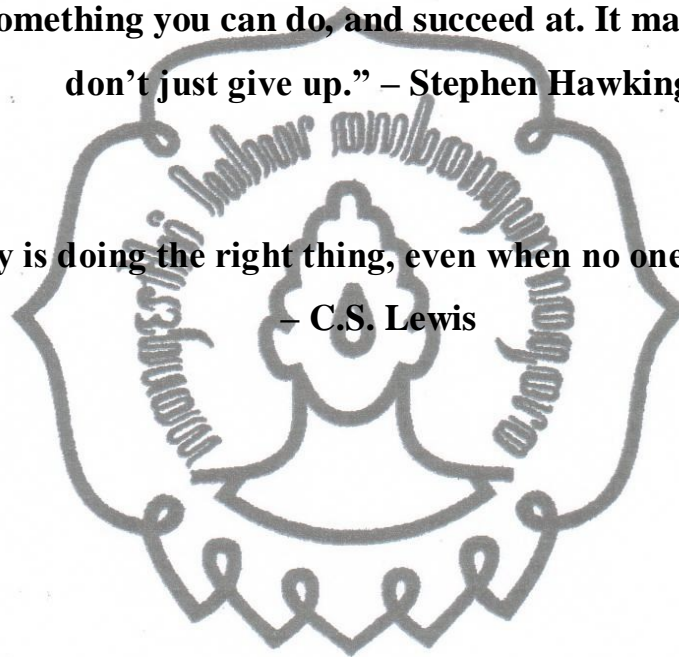
The Researcher

Monica Aprilliana

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

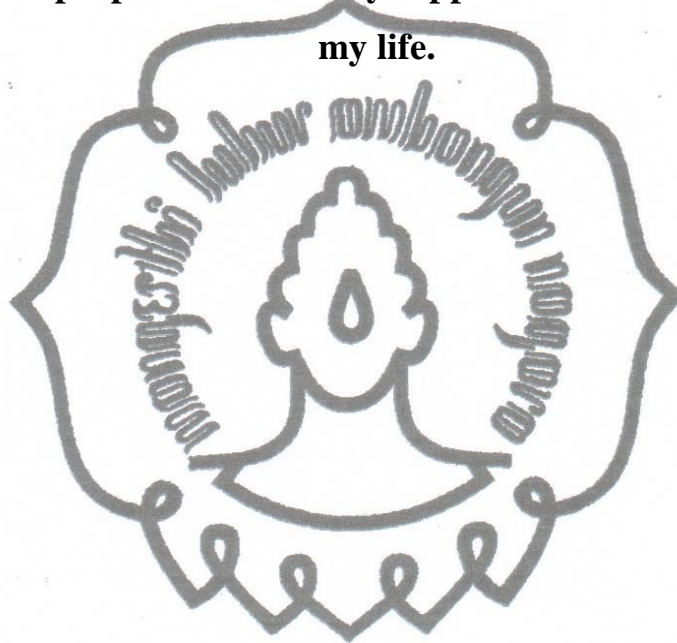
**“Integrity is doing the right thing, even when no one is watching.”
– C.S. Lewis**



DEDICATION

I dedicated this thesis to:

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



commit to user

ACKNOWLEDGMENT

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.

I want to thank Drs. Riyadi Santosa, M.Ed., Ph.D., the Dean of Faculty of Cultural Science, and Drs. Agus Hari Wibowo, M.A., Ph.D., the Head of English Department, for giving me chance and permission in conducting this research. I also want to show my gratitude for my all lecturers in English Department, especially my American Studies lecturers for giving me knowledge and experience during the years of my study.

I would like to greatly thank Dra. Susilorini, M.A., my thesis consultant for her patience and knowledge during supervising me. All of encouragement, enlightenment, trust given by her really supported me during the process of finishing my thesis. I also want to deeply apologize for all mistakes I have done during my thesis consultation.

I want to greatly thank my mother, my father, and my brothers who give me all of support and pray. I cannot return those all kindness, but I only can give my sincerely gratitude for now. I hope everyone will always be happy and healthy in the future.

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.

I also want to give my gratitude to my *Superhero movie club* friends, Sejati T. Galih and Andi P. I feel happy because you guys always ask me to watch those superhero movies together. I hope we can still do that next time. And I hope we

will get many SSRs/URs in every gacha game we play, though there will be salty times when we get nothing.

I want to thank all of ED13 friends, AmStud13 friends, and KKN Cepoko 2013 friends, who share the good times together with me. I apologize that I cannot mention them one by one. However, I hope we can meet again in the future and become successful.

Last, I want to thank My Chemical Romance, David Archuleta, and Secondhand Serenade whose songs inspire me in many ways. I thank REJET songs and any AniSong, because those songs always comfort and fill me. I also want to thank any game developers who created those amazing games (Final Fantasy series, Fate Grand Orders, Grandblue Fantasy, Mobile Legends, etc) I played when I felt tired in accomplishing my thesis.

Surakarta, May 27, 2018

Monica Aprilliana

TABLE OF CONTENTS

COVER.....	i
APPROVAL BY THESIS CONSULTANT.....	ii
APPROVAL BY BOARD EXAMINERS.....	iii
PRONOUNCEMENT.....	iv
MOTTO.....	v
DEDICATION.....	vi
ACKNOWLEDGMENT.....	vii
TABLE OF CONTENTS.....	ix
ABSTRACT.....	xi
CHAPTER I: INTRODUCTION.....	1
A. Background.....	1
B. Scope of Research.....	5
C. Research Question.....	6
D. Research Objective.....	6
E. Research Benefits.....	6
F. Research Methodology.....	7
G. Theoretical Approach.....	11
H. Thesis Organization.....	15
CHAPTER II: LITERATURE REVIEW.....	17
A. Washington Redskins and the Sports Fans.....	17

B. The Policy About Native Americans Mascot and Name.....	20
C. The Impacts of Native American Mascot and Nickname.....	24
D. Theories.....	28
1. Color-blind Racism.....	28
2. Rhetorical Analysis.....	30
3. Native American Stereotypes and the media.....	36
CHAPTER III: ANALYSIS.....	39
A. The Practice of Color-blind Racism as Seen in 2014's News Report.....	40
1. Abstract Liberalism.....	40
2. Naturalization.....	56
3. Cultural Racism.....	64
4. Minimization of Racism.....	70
CHAPTER IV: CONCLUSION AND RECOMMENDATION.....	76
A. Conclusion.....	76
B. Recommendation.....	79
BIBLIOGRAPHY.....	81
APPENDIX.....	89

ABSTRACT

Monica Aprilliana. C0313036. 2018. The Practice of Color-Blind Racism in the *Washington Redskins Mascot and Nickname Controversy* as Seen in News Articles 2014. Undergraduate thesis. Surakarta. English Department. Faculty of Cultural Sciences. Universitas Sebelas Maret.

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