

CHAPTER I

INTRODUCTION

A. Background of The Study

The tragedy in the history of the Transatlantic Slave Trade represents a dark chapter in human life. This history reveals events that severely undermine the dignity, honor, and self-worth of human beings as creations of the Almighty God, namely the sale of humans as slaves to certain ethnic groups and the cruelty of human behavior towards others as a result of colonialism in several countries in the Americas and Europe, one of which is the United States. The United States is a country with vast land and a large population. According to Sagala (2017), America was first discovered in 1492 by a colonizer named Christopher Columbus. By 1620, the immigrant population had increased by about 1,000 people since the arrival of English immigrants in America in the 1600s. The migration of people was based on several reasons, one of which was the colonization process commonly carried out by European nations and the discomfort felt by the people in their home countries. This led them to choose to become immigrants and settle in America.

In addition to Europeans coming to America, many immigrants from various other countries also arrived, including African Americans, also referred to as Negroids. The first arrival of African Americans in America in 1619 was as slaves. The colonizers brought African American slaves to work on plantations or in factories. The slave trade continued to increase alongside economic growth. The treatment of slaves by the colonizers was extremely

cruel. Sagala (2017) states that slaves often faced brutal actions such as being shackled and treated inappropriately, akin to torture. Slavery continued to evolve, including for women. In fact, female slaves often faced sexual harassment and even rape by white men. It was not uncommon for black men to also rape black women. In other words, black female slaves faced dual oppression, experiencing harassment from white men as well as from their own race, black men, leading to the emergence of racist behaviors. United Nations (UN), racism is defined as "any form of discrimination, whether direct or indirect, and behavior based on differences in race, color, descent, or ethnic or national origin, with the purpose or effect of undermining or nullifying the recognition, respect, or enjoyment of human rights and fundamental freedoms in the political, economic, social, cultural, or other fields."

This study examines structural racism from the perspective of language in communication as a primary cause of social and economic inequality in the United States, focusing on various sectors such as society, human resources, and industry. It emphasizes the need for a comprehensive social perspective to understand the impact of language on social institutions like racism. The research employs various theories, including identity, postcolonial, feminist, constructivist, critical, and cognitive theories, to understand the role of language in shaping and influencing social and political relationships.

The technique for understanding how language and social interaction influence power structures in society, ideology, and cultural norms is known as the Theory of Big Discourse. According to Fairclough (2010), Critical

Discourse Analysis (CDA) is an analytical approach that focuses on social relationships rather than merely individual entities. Furthermore, critical discourse analysis is described as an approach that views discourse as a collection of complex and interconnected relations, thus considering discourse to play a significant role in shaping social practices. This theory is described as a broad discourse that encompasses existing social norms, beliefs, and concepts. This discourse is connected from various perspectives, such as context, institutions, social practices, and language.

Discourse analysis is a method used to examine texts related to the relationship between continents and issues concerning racism, colonialism, and social integration. To avoid this misunderstanding and to emphasize that many methods and approaches can be used in the critical study of texts and discourse, we now prefer the more general term critical discourse studies (CDS) for the field of research (van Dijk, 2008). This method is highly beneficial for understanding complex issues within texts and recognizing how language and social practices play a role in the formation of identity, power, and social ties. Overall, discourse analysis is an important tool for understanding and analyzing complex issues in texts and for recognizing its role in social development.

The drama film "*Remember the Titans*," released in 2000 and based on a school in Alexandria, Virginia, where segregation in America first began in 1971, depicts the difficulties faced by the school, particularly in the context of high school football. The film tells the story of Coach Herman Boone, who

joins the team as a coach and focuses on conflict resolution and teamwork. The moral significance of cooperation, tolerance, and teamwork is also discussed in the film. In addition to individual stories, the film emphasizes complex social issues and character development that support the film's success. This proposal will ensure that existing research on the racial context of the film acknowledges the struggles faced by communities divided by racial issues, segregation, and racial integration in America.

In the film, there are scenes depicting slavery, colonialism, immigration, racism, structural racism, universal citizenship theory, sexual segregation, social disintegration, and human dignity. These themes highlight historical and contemporary issues such as transatlantic slavery, the impact of colonialism, and the struggles faced by immigrants in racially divided societies. The film *"Remember the Titans"* particularly underscores school segregation and emphasizes the importance of cooperation and tolerance among individuals from different racial backgrounds. In addition, it explores sensitive topics like sexual segregation and the violation of human dignity, illustrating how these issues can lead to social disintegration. Overall, the film uses these themes to promote critical awareness about inequality and the need for collective change.

It indicates that there is a lack of in-depth understanding of structural racism in the context of language and communication in the United States, as well as a lack of focus on the interaction between racism and sexism, particularly concerning Black women. Additionally, there is a need to apply discourse analysis more broadly in the context of film and media to explore the

representation of racism and colonialism. This research aims to explore the contributions of language and social practices to structural racism and social inequality, identify the reciprocal influences between racism and sexism, and understand the representation of racism and colonialism in the film "*Remember the Titans*" and broader social issues. In this perspective, Norman Fairclough emphasizes the importance of the Theory of Big Discourse for understanding the interaction between language, social practices, and the broader social context, while van Dijk (1993) highlights the significance of social and cultural context in discourse analysis for exploring complex issues. By integrating various theories, this research is expected to make a significant contribution to the understanding of racism, colonialism, and other social issues within historical and cultural contexts.

This study contributes to a more comprehensive understanding of the social and cultural factors that interact within the context of public health. In research on racism and counter-racism, works such as Smith (2019) examine how racism is portrayed in sports films, but do not clearly highlight how the film's narrative can influence viewers' understanding of racial issues. Therefore, despite several relevant studies, there remains a gap in the in-depth analysis of how language and discourse in "*Remember the Titans*" contribute to the understanding of racism and counter-racism.

The shortcomings in this research become increasingly significant given the importance of the issue of racism in the current social context. Studies by Thompson (2023) indicate that films can serve as tools for raising social

awareness, but neither explores in depth how the structure of language and metaphors in films can influence viewers' perspectives. By utilizing Lakoff's theory, this thesis aims to bridge that gap by analyzing how the discourse in "*Remember the Titans*" not only reflects social conditions but also shapes viewers' views on issues of racism and counter-racism. This approach is expected to make a meaningful contribution to the academic understanding of the relationship between language, discourse, and complex social issues.

B. Research Focus

This research provides insights into the structural determinants of public health and well-being in America. Since the early days of colonialism, racial and ethnic discrimination has been part of government data and continues to be a significant issue in many sectors, such as public health and housing. Structural racism is considered a major factor influencing population health; however, many people are still eager to address this issue, despite the growing awareness of the negative impacts of social and economic factors on health. Understanding the effects of structural racism requires a comprehensive social perspective, which includes discourse analysis as a method to understand how language can influence social institutions.

Various theories, including constructivist, feminist, postcolonial, identity, and cognitive theories, can be used to analyze discourse. Each of these theories offers a unique perspective on how language shapes social structures and reflects power relations in society. For example, feminist and postcolonial theories often focus on how marginalized groups are represented through

language, while identity theory explores how individuals construct their sense of self within social contexts. Cognitive theory, on the other hand, emphasizes how mental frameworks influence the way people interpret racial and cultural differences. Together, these approaches provide a comprehensive understanding of how language interacts with dominance, power, and the formation of racial identity.

The film "*Remember the Titans*" is then used as an example to illustrate complex racial issues in the context of school integration and segregation. Through its characters and storyline, the film depicts the tensions and conflicts experienced by the community, influenced by racial issues. It is hoped that research related to the racial context of the film will portray the struggles faced by individuals and communities in addressing the negative impacts of racism.

Overall, this essay aims to highlight the importance of understanding structural racism and its impact on various aspects of life, including health, to guide individuals in overcoming and addressing existing barriers.

C. Research Question

1. What forms of racism are shown in the film "*Remember the Titans*"?
2. What counter racism strategies are available in the film "*Remember the Titans*"?

D. Research Objectives

1. To identify forms of racism in the film "*Remember the Titans*" depicts various forms of racism, including the discriminatory treatment experienced by the African American character, Herman Boone, and his team. The conflict

between the black and white players reflects the social tensions during the era of racial integration in schools, as well as the efforts to achieve unity and mutual understanding.

2. To identify of counter racism in the film "*Remember the Titans*" is a film that highlights anti-racist strategies, such as promoting teamwork, emphasizing the importance of communication, and showcasing the leadership of Coach Herman Boone. The film demonstrates the power of sports as a unifying force in overcoming racial divisions. It emphasizes teamwork, communication, and shared experiences among the players, breaking down racial barriers and fostering mutual respect. Boone's leadership style sets clear expectations, challenges prejudices, and creates an inclusive environment. The film serves as an example for addressing racism in personal life.

E. Benefits of the Research

This research offers several benefits that are directly related to the research questions about racism and anti-racism in the film "*Remember the Titans*." The study emphasizes how films can serve as both cultural artifacts and social commentaries, reflecting broader societal attitudes toward race. By analyzing the language and narratives used in the film, the research highlights how popular culture can either perpetuate or challenge racist ideologies. This makes the study relevant not only to the academic field but also to educators, policymakers, and society at large.

Firstly, this study provides academic benefits by contributing to the field of Critical Discourse Analysis, exploring how language in films can perpetuate or challenge racist ideologies, and offering insights into how popular films can be analyzed as social texts that reflect and shape societal attitudes toward race. Secondly, the educational benefits include using this research as a teaching tool for educators to help students recognize various forms of racism that emerge in media and understand effective anti-racism strategies, while also enhancing critical media literacy by deepening the understanding of how films influence viewers' perspectives on racial issues. Thirdly, the social benefits relate to raising awareness about both subtle and overt discriminatory practices by identifying forms of racism in popular media, promoting anti-racism through practical strategies such as the use of inclusive language, education, and dialogue, and helping communities understand how unity and cooperation can overcome racial divisions. Lastly, the practical benefits include providing information for policies related to diversity and inclusion in educational institutions and sports organizations, as well as offering examples for addressing racial conflicts in various social contexts through the anti-racism strategies identified in the film. Ultimately, this research serves as a bridge between academic analysis and practical application, helping society better understand and address issues of racism through the lens of popular culture.

In conclusion, this research highlights the significant role of films like *'Remember the Titans'* in addressing and challenging issues of racism. By examining the film through the lens of Critical Discourse Analysis, the study

demonstrates how popular media can influence societal attitudes and promote values of inclusivity, unity, and equality. The academic, educational, social, and practical benefits derived from this research show that media texts can be powerful tools for raising awareness and fostering critical thinking about racial issues. Ultimately, this study underscores the importance of connecting academic analysis with real-world applications to drive meaningful change in society.

F. Definition of Keys

Critical Discourse Analysis is key aspects of the analysis in this research. According to Fairclough (2010) explains that Critical Discourse Analysis (CDA) is an analytical approach that focuses on social relationships rather than merely individual entities.

The Frame Theory and Metaphor proposed by George Lakoff are also key aspects of this analysis. Language frames can shape perspectives on reality and influence political cognition and social attitudes (Lakoff, 2004). The Grand Theory in discourse analysis emphasizes the importance of language use in the communication process and how racism is viewed as a social construct influenced by institutions and social contexts (Gee, 2014). Related research, such as that conducted by Hattam (2015) and Williams & Mohammed (2016), demonstrates the impact of structural racism on community well-being, as well as how education can contribute to reducing racism.

The film "*Remember the Titans*" serves as an important case study for analyzing the influence of racism in the context of education, emphasizing that

understanding racism as a social construct is crucial for social change. Thus, CDA and related theories provide a solid framework for understanding and addressing issues of racism in society.