

CHAPTER II

LITERATURE REVIEW

A. Theoretical Study

In studying the phenomenon of racism, the Critical Discourse Analysis (CDA) approach plays a very important role. As stated, Critical Discourse Analysis (CDA) is a method designed to investigate the relationship between language, power, and ideology in social contexts (Fairclough, 1995; van Dijk, 1998). Prominent scholars, such as Norman Fairclough and Teun A. van Dijk, explain that language not only reflects but also perpetuates social inequalities, including racism. CDA is not limited to text analysis; it also examines social practices and the broader structures that shape discourse, making it highly relevant for exploring how racism is created and maintained through language in various fields, such as media, education, and politics. Through this approach, CDA serves as a powerful tool for understanding and identifying the underlying mechanisms that contribute to social injustice and racism in society.

Critical Discourse Analysis (CDA) also uncovers the ways in which language can be strategically used to normalize discriminatory attitudes and justify existing power imbalances within society. This means that the practice of discourse analysis does not merely concentrate on analyzing the specific words or expressions chosen by speakers or writers; rather, it also considers the broader social, cultural, and historical contexts that shape and influence how particular issues, such as racism, marginalization, or inequality, are perceived and understood by the public. By taking these multiple layers into account,

CDA is able to offer a much deeper and more comprehensive understanding of how language, power relations, and ideological frameworks work together in the construction and maintenance of social reality..

Racism, within the framework of Critical Discourse Analysis (CDA), is recognized as a series of both overt and covert discursive practices that reinforce racial hierarchies and systemic injustice (van Dijk, 1993). Researchers in the field of critical discourse emphasize how language normalizes discriminatory attitudes and consolidates power imbalances, ultimately reinforcing the position of marginalized groups (Fairclough, 1989). The structural aspects of racism – which are integrated into laws, policies, and socio-economic systems – find parallels in everyday language use, which CDA seeks to uncover. Thus, CDA serves as a means to recognize and analyze how language contributes to the maintenance of social injustice and racism, as well as how discursive practices can be changed to achieve equality and justice. This approach provides a deeper understanding of the relationship between language, power, and ideology in a broader social context.

In the context of social discourse filled with oppressive narratives, anti-racist discourse emerges as a significant form of resistance. Anti-racist discourse functions as a response to these oppressive narratives (Meyer, 2001). This discourse aims to critique and expose racist ideologies by offering an alternative framework that emphasizes equality, justice, and mutual understanding (Holliday, 2005). Counter-discourse not only opposes racist terms but also offers new narratives and identities that support marginalized

groups. Thus, anti-racist discourse plays a crucial role in creating space for marginalized voices and challenging existing power structures. This approach not only highlights criticism of discriminatory language but also seeks to build positive narratives that can change societal views towards often-overlooked groups. Through CDA, we can understand how anti-racist discourse can contribute to social change and foster a more just and inclusive society.

"Remember the Titans" is a film inspired by the true story of a high school football team in Virginia in the early 1970s, during the time of racial integration. This film highlights the systemic nature of racism and its impact on the players, including Coach Herman Boone (Denzel Washington). Additionally, the film demonstrates resistance to racism through the development of relationships among the players as they overcome prejudice and build friendships. Gerry Bertier (Ryan Hurst) undergoes a significant transformation, moving from a racially biased attitude towards acceptance and unity. Discourse analysis in this film reveals how language and dialogue reflect and challenge societal norms regarding race, using rhetorical strategies such as motivational speeches and personal conversations to convey messages of unity and resilience. The use of sports as a metaphor for overcoming division underscores the potential for collective action against racism.

George Lakoff's Frame and Metaphor Theory is essential for understanding both racist discourse and counter-racism within CDA. Lakoff (1996) argues that language frames shape how individuals perceive reality by activating certain cognitive structures and moral values. Frames are not neutral;

they influence political cognition and social attitudes. In the realm of racism, dominant frames can normalize racial stereotypes and justify inequalities through metaphors and linguistic cues. Conversely, counter-racist discourse can alter these frames, disrupting hegemonic narratives by offering alternative metaphors that emphasize social justice and shared human dignity.

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. Additionally, study by Rozzaq (2016) investigates the impact of films on social perspectives, but lacks a discourse analysis that can reveal the hidden power dynamics within dialogue and storytelling. Srividya (2023) research attempts to explain the role of characters in films to combat racial stereotypes, yet does not connect these findings to broader linguistic theories, as proposed by Lakoff. 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 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.

In summary, the theoretical foundation outlined above highlights the significant role of Critical Discourse Analysis (CDA) in examining how language, power, and ideology interact to construct and sustain social realities, particularly in the context of racism. By uncovering both explicit and implicit discursive practices, CDA exposes how discriminatory attitudes and systemic inequalities are normalized through language, while also demonstrating the potential of anti-racist discourse to challenge these power structures. The integration of George Lakoff's Frame and Metaphor Theory further enriches this analysis by explaining how deeply rooted cognitive frames shape perceptions of race and can be disrupted by alternative narratives. Through the case of *Remember the Titans*, this study seeks to bridge gaps in previous research by illustrating how film discourse not only reflects societal conditions but also influences public attitudes toward racism and counter-racism. This theoretical framework provides a strong basis for analyzing the complex interplay between language and social change, ultimately contributing to a deeper understanding of how discourse can be used as a tool for promoting equality and justice.

B. Relevant Research Review

According to research on the impact of structural racism on community well-being and health, prejudice has a detrimental effect on individuals' physical and mental well-being, hindering their ability to advance

economically and educationally, as well as making it difficult for them to meet basic needs. Study by Pager and Western (2012) also emphasize the need for transformation and the value of a multifaceted approach in understanding racism and its impacts. The film "*Remember the Titans*" serves as a relevant case study for examining the effects of racism on education.

One technique for examining how language, culture, and social behavior influence our worldview, including racism, is Grand Discourse Theory. Understanding racism as a multifaceted social construct, such as structural racism that affects individuals' health and financial security, is the primary goal of this theory. Additionally, this theory explores how education and racism interact, how anti-racism in education functions, how gender and socioeconomic class intersect, how media shapes racial identity, and how racial identity is constructed in film. By applying this theory in the context of racism, we can gain a deeper understanding of how media and film influence our perceptions of racial realities and the potential for social change.

In summary, understanding racism requires a comprehensive framework that addresses its structural, cultural, and social dimensions. Grand Discourse Theory provides valuable insights into how racism is embedded in various aspects of society, from education to media representation, and how these elements shape individuals' lived experiences. By applying this theory, we can critically analyze how films like *Remember the Titans* reflect and challenge racial inequalities while fostering dialogue on anti-racist education and social transformation. Ultimately, this approach highlights the importance

of dismantling discriminatory narratives and promoting equity across all levels of society.

C. Framework of Thinking

Critical Discourse Analysis (CDA) serves to reveal how language reflects and perpetuates social inequalities, including racism, by highlighting racism as a discursive practice that can be both explicit and subtle. In this context, it is important to understand how language can normalize discriminatory attitudes and reinforce racial hierarchies. Additionally, counter-racist discourse plays a role as a resistance to racist ideologies by promoting equality and inclusivity, as well as developing new narratives that affirm marginalized groups.

George Lakoff's Theory of Framing and Metaphor is also a crucial element in this analysis, as language frames can shape perceptions of reality and influence political cognition and social attitudes. Grand Theory in discourse analysis emphasizes the importance of language use in communication and how racism is viewed as a social construct influenced by institutions and social contexts. Relevant research, such as studies by Hattam and Williams & Mohammed, demonstrates the impact of structural racism on community well-being, as well as how education can play a role in reducing racism. The film "*Remember the Titans*" serves as a relevant case study to examine the impact of racism in the context of education, highlighting the importance of understanding racism as a social construct and its implications for social change.

This study also takes into account the historical and sociocultural context behind the film to enrich the analysis. By combining critical discourse analysis and Lakoff's theory, this research aims to uncover how "*Remember the Titans*" not only reflects racism but also serves as a medium that shapes public discourse regarding racial equality. It is hoped that these findings will provide deep insights into the role of language in film as a tool for the reproduction or transformation of racial ideologies, as well as contribute to academic discussions about the relationship between discourse, power, and social change.