

## Racist Discourse in Football: A Critical Discourse Analysis of Media Representation of Fan Chants

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### Abstract:

This research explores the pervasive issue of racism in football and its broader societal implications. It tackles key problems such as the widespread presence of racism in football, the media's role in fostering racist behavior, and the impact of consumer culture on fan [actions](#). It is guided by three main hypotheses: (1) Racism in Italian football reflects larger societal issues; (2) The media's depiction of racial interactions heightens racist attitudes among fans; and (3) The consumer culture in football promotes discriminatory behavior by commodifying players and diminishing fans' sense of citizenship. To investigate these issues, a Critical Discourse Analysis (CDA) approach is used, as articulated by Fairclough (2013) and Fowler (2013), focusing on a specific instance of racist chanting. This analysis uncovers the links between social phenomena, media influence, and consumer culture that foster racism as a form of intolerance. The findings highlight how entrenched stereotypes, when given a platform, can incite fans to engage in racist chanting, even in environments that outwardly support tolerance and anti-discrimination. This incident acts as a reflection of broader societal trends, underscoring the importance of examining the media, consumer culture, and underlying structures that sustain racism. This research shifts the view of racism from random acts of prejudice to a systemic issue tied to power structures. It shows how the commercialization of football, coupled with the media's portrayal of racial interactions, reinforces narratives that consider certain groups inferior and worthy of humiliation. Moreover, the research emphasizes the role of fans within consumer culture, illustrating how being treated as consumers rather than citizens creates an idealized but prejudiced understanding of the game and its players. This idealization, combined with existing biases, ensures that discrimination remains ever-present.

**Keywords:** Discourse Analysis, Fan Commentary, Football, Media Representation, Racism

## **1. Introduction:**

Racism can be found in many shapes and forms in various communities, and avoiding it is not something we can do with a charitable conscience. Recently, sport and the media have become inexorably connected to racism. As a result, there are many situations in which certain matches become expressions of intolerance and racism. Sensationalism, indifference, and outright snubs are all examples of how racism manifests itself. Even though sports often cater to the interests of fans, they can also serve as a platform for displaying instances of prejudice. Racism, bigotry, and hate were often on display in online debates. What spurred us to investigate this topic was a growing scholarly interest in highlighting how important the debate around racism in football is to the media and public opinion, as well as how journalists and football fans differ in their depictions of the subject. It's a sad fact that racism is so deeply embedded in football supporters' culture. Despite widespread denials from the dominant public discourse, most societies are becoming more politicized, and this is not limited to sports. Relatively speaking, racism is driving many anti-Roma protests and anti-Muslim banners at sporting events right now, which is alarming. In the following sections of this research, the situation of the Roma squad will be discussed in greater depth. This research aims to delve deeper into the intellectual underpinnings of racism in society and the media in order to uncover any connections. This research focuses on racism in football and in Italian society as a whole. The obtained data is analyzed in two phases using the Critical Discourse Analysis (CDA) analytic paradigm. This research may contribute to identifying that racism behaviours (as a word or action) are routinely ostracised and stereotypicalized by the "white fans" majority in media discourse, according to a general media analysis. Next, a comparison of two investigations' findings is presented, revealing evidence of a racist ideology evident in an uneven power dynamic between the (ethnic) lawbreakers and the (racism) law enforcement officers.

## **2. Theoretical Foundations**

### **1.1. Elite Discourse and the Subtle Reinforcement of Racism: A Linguistic Analysis**

For quite some time, racism—encompassing antisemitism, xenophobia, and eurocentrism—has been largely overlooked by linguists and communication researchers, as noted by Van Dijk (1999, p. 21). This oversight might be attributed to a sense of self-proclaimed tolerance and liberalism within these circles, where scrutinising one's own discourse for racist undertones feels not only absurd but almost

traitorous. Elite discourse today often avoids overt racial slurs, opting for more subtle strategies to maintain dominance. Headlines and news framing often highlight our positive actions while downplaying or ignoring negative ones, creating a skewed narrative. As Van Dijk (1999, p. 25) points out, racism isn't just about expressing prejudiced views; it's about shaping how we perceive the world and those different from us. Wodak et al. (1999, p. 182) further emphasise that racism is deeply entwined with power dynamics, inequality, and complex social structures. It's not just about individual prejudice but also about how those in power, including elites, contribute to legitimising discriminatory language and practices. Understanding the role of language in perpetuating racism, especially among those in positions of influence, is crucial for unravelling the complex group dynamics at play. This awareness can empower us to challenge these harmful narratives and work towards a more equitable and inclusive society.

### **1.2. Racism in Football**

The Italians presented the soccer club as a top business project for establishing their national identity in the early twentieth century. Italian society is shown via football, which thus dramatizes its traits. According to Garland and Rowe (2001, p. 33), the game of football disrupts the linear flow of time, profit, and efficiency. A calming sense of time and space is created by football. The game of football may reveal a lot about Italian society. As an example of both racial discrimination and a means of black integration, football was constructed as a terrain that abounds in both for assimilation or admission (Solomos et al., 1998, p. 168). Racial miscegenation was a factor in the Italian integration of blacks into civilization in the late nineteenth and early twentieth centuries. Podaliri and Balestri (2002, p. 115) show that the actions that convey appreciation for the black football player contributed not only to building a good national identity but also to sustaining the social hierarchy that was developed from slavery. The end of fascism and the subsequent improvement in black status in Italian football haven't eradicated racism. Football slang distinguishes between "my club" and "adversary club," both of which refer to rival football teams. In contrast, the other club was still considered "dirty," "brats," and "characterless," despite the fact that my group was adored and supported (Podaliri & Balestri, 2002, p. 117). Accordingly, this racial prejudice just serves to amplify the already existing racism in Italian society. Racism, in this sense, could be defined as a prejudice based on appearance, i.e., the prejudice of race in relation to race (Kassimeris, 2007, p. 201). When it utilizes

physical characteristics, physiognomy, gestures, and accents to justify its manifestations, it is considered discriminatory. Prejudice is thought to have its roots in the notion that a person is derived from a certain ethnic group. Many individuals erroneously believe that racism is the same as using a racial insult. Racism, to put it simply, prohibits an individual from exercising a legal right. The racial slur's level of offensiveness is based on the racial group it targets.

### **1.3. Race and Ethnicity a Prototype of Football Racism**

Race and ethnicity are actual social distinctions, contrary to common opinion. There are others who see race and ethnicity as two distinct ideas that are inextricably intertwined (Eriksen, 2002; Gunaratnam, 2003; Hall, 2000). These categories are defined in terms of everyday Italian matches and conversations. According to Jaskuowski (2019, p. 23), humans regularly use supposed cultural and biological differences to explain "others" in everyday parlance. In addition to race and ethnicity, religion and country are often employed as indications of distinction (Jaskuowski, 2019, pp. 23–25). As a result, in Europe, where "biologically informed racism" is often seen as taboo, cultural distinctions are used instead to explain the claimed racial/ethnic hierarchy (van Sterkenburg et al., 2019, p. 390). European whiteness is characterized by this persistent refusal to acknowledge one's own racial background (Essed et al., 2019). Racism is a widely held belief in Polish society, according to previous studies (Jaskuowski, 2019; Nowicka, 2018). This research reveals that there are well-established patterns of racial stereotyping based on characteristics of behavior, body, and intellect (Nowicka, 2018, p. 830). Depending on the context, ethnicity (or race) is less important than behavior and mind. Race and ethnicity will thus be used in this article. Race and ethnic groups are understood via physiognomic (racial) discourses.

## **2. Methodology**

The methodology of this research has been meticulously designed to comprehensively and accurately address the research questions and hypotheses. This section delineates the research design, data collection, and data analysis processes employed to explore the pervasive issue of racism in Italian football, its broader societal implications, and the roles of media and consumer culture.

### **2.1.1. Research Design**

This research adopts a qualitative research design, specifically utilizing a Critical Discourse Analysis (CDA) approach, as articulated by Fairclough (2013) and Fowler (2013). The choice of CDA is predicated on its ability to critically examine how discourse shapes

and is shaped by social power dynamics. This makes it particularly suitable for analyzing media representations and fan behaviors within the context of racism in football. CDA enables the researcher to unpack the underlying power relations and ideologies embedded in the discourse surrounding football, revealing how these discourses perpetuate and reinforce racist attitudes and behaviors.

### **2.1.2. Model of Analysis And Procedure**

Fairclough's model of CDA involves a three-dimensional framework comprising text analysis, discourse practice analysis, and sociocultural practice analysis:

#### **1. Text Analysis:**

- Linguistic Features: The research analyzed the linguistic features of media texts, including vocabulary, grammar, and syntax, to understand how language constructs social identities and relationships. For instance, the choice of words used to describe players of different ethnic backgrounds was scrutinized to identify biased or discriminatory language.
- Metaphors and Rhetoric: The use of metaphors and rhetorical devices was examined to see how they contribute to the representation of racism. For example, metaphors that dehumanize players based on their race were identified and analyzed.

#### **2. Discourse Practice Analysis:**

- Production and Consumption: This dimension analyzed how media texts are produced and consumed. The research examined the processes behind the creation of news articles, including editorial choices and the role of journalists in framing the incident of racist chanting. Additionally, the ways in which audiences interpret and respond to these media texts were analyzed through social media comments and discussions.
- Intertextuality: The intertextual connections between different media texts were explored to understand how various texts reinforce each other. For instance, the research looked at how news reports, social media posts, and commentary pieces collectively contribute to a broader discourse on racism in football.

#### **3. Sociocultural Practice Analysis:**

- Contextual Factors: The broader sociocultural context in which the media texts are situated was analyzed. This included examining the historical and social conditions that influence the discourse on racism in Italian football. The research considered factors such as the legacy of colonialism, immigration patterns, and socio-political dynamics in Italy.

- **Power Relations:** The research explored how power relations are enacted and challenged through discourse. This involved analyzing how media representations of racism in football serve to maintain or contest existing power structures. For example, the research examined how certain narratives either uphold or challenge the marginalization of minority groups in football.

While, Fowler's model focuses on the critical analysis of news discourse and how language in the media reflects and shapes societal attitudes:

### **1. Representation and Ideology:**

- **Content Analysis:** The content of news articles and media reports was analyzed to identify underlying ideologies. This involved examining how racial incidents in football are reported and the extent to which these reports reflect societal prejudices. For instance, the research analyzed whether media reports portrayed racist chanting as isolated incidents or as part of a broader systemic issue.

- **Framing and Agenda-Setting:** The research examined how media outlets frame the issue of racism in football. This included analyzing the headlines, subheadings, and lead paragraphs of news articles to see how they set the agenda for public discourse. The research also looked at how different media outlets prioritize and highlight certain aspects of the incidents.

### **2. Critical Linguistics:**

- **Lexical Choices:** The lexical choices made by journalists were scrutinized to uncover implicit biases. For example, the research analyzed the adjectives and descriptors used for players from different racial backgrounds and how these choices influence readers' perceptions.

- **Narrative Structures:** The narrative structures of media reports were analyzed to see how they construct reality. This involved examining the sequencing of events, the use of direct and indirect speech, and the portrayal of different actors involved in the incidents. The research looked at how these narrative choices affect the interpretation of events by the audience.

#### **2.1.3. Data Collection**

The data collection process was extensive and multifaceted, incorporating multiple sources to ensure a robust and comprehensive understanding of the issue. The data collection methods included:

##### **1. Primary Data Collection:**

- **Observations:** Direct observations were conducted during a specific episode of racist chanting at a football match. Detailed field



notes were taken to capture the context, nature, and reactions to the chanting.

- Recordings: Video footage, audio recordings, and photographs were obtained from the event to provide concrete evidence of the incident and its immediate impact.

## **2. Secondary Data Collection:**

- Media Reports: A thorough review of media reports, articles, and commentaries related to the incident was conducted. These sources were obtained from reputable news outlets to ensure credibility.

- Social Media Analysis: Social media platforms were scrutinized for reactions and discussions surrounding the incident. This included analyzing posts, comments, and threads on platforms such as Twitter, Facebook, and forums dedicated to football.

### **2.1.4. Data Analysis**

The data analysis was executed in two distinct but complementary phases:

#### **1. Critical Discourse Analysis (CDA):**

- Framework Application: The data were analyzed using the frameworks developed by Fairclough (2013) and Fowler (2013). This involved a detailed examination of the language, imagery, and narratives employed in media reports and fan commentaries. The analysis focused on identifying how these discourses contribute to the construction and perpetuation of racist stereotypes and discriminatory attitudes.

- Discourse Examination: Particular attention was paid to the ways in which media representations of the incident reflected and reinforced broader societal power dynamics. This included analyzing the portrayal of players, fans, and the incident itself, uncovering the implicit and explicit messages conveyed through these representations.

## **2. Thematic Analysis:**

- Coding and Categorization: The data were systematically coded and categorized to identify recurring themes and patterns related to racism, media influence, and consumer culture. This process involved a rigorous examination of the data to uncover underlying themes that illustrate how racism is manifested and reinforced within the context of Italian football.

- Theme Development: The themes were developed and refined through iterative analysis, ensuring that they accurately reflected the data and provided a comprehensive understanding of the issue.

### 3. Analysis

The analysis of the racist chanting incident leverages photographs featured on the DW website's football news section (Figures 1 and 2). This detailed analysis aims to dissect the media representation of the event and its broader implications using Fairclough's (2013) and Fowler's (2013) Critical Discourse Analysis (CDA) frameworks.

#### 3.1. Media Representation and Contextual Interaction

The selected data and accompanying commentary provide a vivid narrative of the racist incident. Figure 1 depicts a player attempting to communicate with the crowd amidst visible tension. The TV commentator and narrator's description frames the player as trying to explain himself to a hostile fan section. This is supported by sequential shots of the field and close-ups of the stands, revealing fans engaged in racially abusive behavior towards the goalkeepers. The progression of the commentary, from the player's attempts to calm the crowd to the visible agitation and the fans' responses, emphasizes the intensity and hostility of the situation.



**Figure -1- a player attempting to communicate with the crowd**

In Figure 2, a fan is seen shouting 'Monkey! Monkey!' at a player, with the scene shifting back to the field where the game momentarily stops as players appear to discuss the incident. The composition and sequence of these images and shots are critical. The photograph, displayed in a ratio of close-up 3: total distance 8 within 2 minutes and 11 seconds, highlights the repeated focus on the abusive fan, effectively making her the focal point of the narrative. This sustained focus on an individual fan's actions not only personalizes the act of racism but also amplifies its impact, illustrating how singular



acts of racism contribute to a broader culture of intolerance within the stadium.



**Figure -2- a fan is seen shouting on the player**

This focus on the individual fan's actions aligns with Carrington's (1999) and Hylton's (2009) findings on mediated racism, which highlight how individual acts are often showcased to represent broader issues within sports. By emphasizing this individual, the analysis illustrates how racism is portrayed as a personal act within a broader social context. This provides further evidence that incidents of racism, even when perpetrated by a few individuals, can have a significant impact on the overall narrative of the game and the perception of racism in sports.

### **3.2. Interdiscursivity and Thematic Roles**

Fairclough and Fowler's concept of "interdiscursivity" is crucial for understanding the complex interactions between different social contexts in this incident. The "twisters" (fans) interact with the player, other fans, the media, and society at large, creating a multifaceted understanding of the racist event. Each context has its own set of expectations and norms, intersecting to form a network of perspectives. The interaction between these different contexts helps to explain how the incident is interpreted and understood by various stakeholders, from the fans in the stadium to the wider public watching through media broadcasts.

According to Fairclough and Fowler, audiences do not passively receive messages but actively interpret them through a process of "accident and adjustment." This means that individuals view events based on their preconceived beliefs and experiences, but they also adapt their viewpoints in response to new information and others' reactions. This dynamic is evident in the reactions to the racist chanting, as various groups and individuals work to make sense of

what occurred and its implications. The media's role in framing the narrative, the reactions of other fans, and the broader societal discourse all contribute to how the incident is perceived and understood. Fairclough and Fowler's concept of "thematic roles" helps us understand the actors in this discourse. They argue that "fans are the most common theme characters in Italy," suggesting that fans' actions reflect broader social attitudes towards race and discrimination. This concept is aligned with Greimas and Courtes' (2008) definition of "theme" as a set of expectations and behaviors associated with a social position. The actions of the fans, therefore, are not seen as isolated incidents but as representative of deeper societal issues and attitudes.

### **3.3. Systemic Failures and Social Implications**

The analysis using Fairclough and Fowler's framework reveals the multiple social forces at play in understanding racism in football. The interactions between different actors and environments illustrate how racist attitudes are learned, perpetuated, and potentially dismantled. For instance, Fairclough and Fowler argue that discourse "refracts, reveals, and reproduces aspects of a community's mentalities" (Fairclough, 2013, p. 122). This means that the way the media portrays these incidents can reinforce existing prejudices and social hierarchies or challenge them, depending on the framing and narrative.

In this scenario, the "twisters" are defined by their community norms, suggesting that they interrupt the game when they perceive an injustice against their team. However, their expressions of anger become invasive, impacting the field of play and the athletes' experiences, and take the form of racist abuse directed at the away goalkeeper. This incident exemplifies the delicate balance between system principles and social role conflicts. The fans' role to support their team contrasts sharply with their failure to uphold basic human values of tolerance and respect. The systemic failure here is not just in the individual acts of racism but in the broader acceptance and perpetuation of these attitudes within the football community and society.

### **3.4. Contagion and Group Dynamics**

Landowski's concept of "contagion" further explains the dynamics at play, where crowd members lose their individual identities, becoming part of a transient group driven by collective emotions. The camera's focus on the individual fan yelling "monkey" paradoxically renders her both visible and anonymous. This highlights the failure of the system to maintain expected roles and principles,

indicating a need for remedial education and new approaches to addressing racism. The idea of contagion suggests that the behavior of the crowd is influenced by a few individuals, and this collective behavior can escalate quickly, leading to more severe and widespread incidents of racism.

### **3.5. Broader Societal Reflections**

The incident at the Italian football game between Inter and Napoli serves as a microcosm of cultural, political, and social attitudes towards race. The media's role in shaping the narrative is critical, as it can either perpetuate or challenge existing prejudices. The focus on individual actions within a crowd highlights how deep-seated biases are amplified in high-emotion settings. This incident, therefore, reflects broader societal issues and the need for systemic changes to address racism at all levels. This comprehensive analysis underscores the importance of viewing racism in football not as isolated incidents but as manifestations of broader societal issues. The media's portrayal and the interactions within the crowd reflect systemic failures that perpetuate discrimination. Addressing these issues requires a holistic approach that considers the intertwined relationships of racism with consumer society, media, and economic structures. By employing a detailed and methodologically sound analysis, this research provides a thorough understanding of the complexities of racism in Italian football and its broader societal implications. This analysis highlights the need for systemic changes, both within football and in society at large, to address and eradicate racism effectively.

## **4. Discussions and Findings**

Thus, the example of racism in the stands of the Italian football game between Inter and Napoli becomes a horrifying microcosm of cultural, political, and social attitudes. Through an analysis of the fans' photograph and the footage shot from different angles, which can be explained via Fairclough and Fowler's theory on discourse, one can identify the existing web of social relationships and prejudices. When it comes to the twisters, it is notable how the team allegiance facilitates group behavior that is more potent than the sum of its individuals. On one hand, it is acceptable that the fans express their loyalty to their football squad, but on the other, this means of expression oversteps the boundaries of what a fan is allowed to do. And, given the highly emotional setting and the long-standing racial biases, the environment surrounding the game almost justified their actions. Furthermore, it is essential to consider the media's role in this incident, especially the person who produced this particular footage. By zooming in on one cheerleader (who yelled "Monkey") in a sea of

people shouting slurs, the cameraperson redirects attention from an act of racism that was done by the faceless masses and the stadium setting to a solitary act committed by just one individual. In effect, this act is a form of scapegoating – the person holding it is responsible for a large issue. But, on the other hand, it also emphasizes how powerful a camera can be in denouncing these deeds and perhaps sparking a broader conversation on Italians' preference for racist behavior.

In addition, Landowski's concept of 'contagion' might provide another perspective on the events in question. Although the actions of the cheerleader are despicable, they can also be viewed as a symptom of a much deeper problem within society. The emotional contagion between the public, including its deep-seated prejudices, 'infects' the crowd of people. In effect, this leads to the reduction of individual responsibility and increases the probability of harmful behaviors. In this regard, it is not enough to address racism merely through intervention: it is necessary to engage in structural changes that tackle its underlying societal causes. The fact is that the event can hardly be considered merely sports-related, demonstrating the problem of racism across the platform. Indeed, the severity of this incident reveals high chances of racism to become ingrained in Italian society altogether. Therefore, the examination of this event provides an important understanding of how multifaceted racism in Italy is and how urgent measures must be taken. Indeed, the analysis of individual, group dynamics, media and societal dynamics might provide a robust framework underlining how racism works and how can be breached. Such an incident therefore offers tremendous learning material. To sum up, the fact that the incident of the Italian football fans chanting something racist on their opponents revealed something profoundly dissatisfying. Essentially, the modern society is being consumed more than it operates, as Bauman, in 1999 states that "the obligations of consumers precede over the obligations of the citizen". Hence, people are increasingly supporters of the consumer culture, and football supporters also consumers of materials, endorsements, and matches. As such, they diminish the significance of football as a social activity in favor of a spectacle. That being said, football and ultimately sports are being commodified and becoming branches of the vast industry as a result of the progress in communication, and a rise of commerce.

Thus, the incident under consideration becomes impossible without referring to the broader context. Racism, in the sense given above, is the epitome of society in which biological existence is no longer an all-sufficient condition of social life but has to be sustained by constant ingestion. It is undeniable, needed to get nurtured, to stay



alive and give growing children the gift of life. And it is a tradable commodity, as well as a coin in competitive biddings; it can also be used or, rather, be made to work at the vagaries of fashion and norms of propriety. In his context, racism is not just an expression of one's personal opinion; it is also a means of control and manipulation. It can be turned into a scandal, generate public censure or attract attention; in whatever way, it can be marketed. As the analysis shows, on the one hand, football is embedded in the snares of the media industry, the logic of which is capital in nature. Press articles are rickety and bubbly, the consumption of commercials, rating points, and news-making exciting the appetites of its agents, and critic transactions are what it thrives on, and must provide to its buyers. On the other hand, football historically arose as lively palace, where norms are born and continuously re-enacted. The football social system and organizational forms, mercilessly probe here and rejected host of "emerging values, such as the equality of feature, opportunity, and life space and, certainly, the concomitants of civil society. Therefore, to combat racism in football or any other social sphere, it is incredibly important to admit and take into account the intertwining relationships of racism with consumer society, the media world, and the economy. Adequate counteraction is impossible without such analysis and recognition.

### **Conclusion**

This research shows the possible ways in which racism affects sport, particularly football, in a European environment. The Italian case demonstrates how deeply ingrained cultural differences could manifest as overt sports prejudice. The study emphasizes the media's great influence and its capacity to either support or destroy racist misconceptions. This highlights the ethical responsibility of the media to properly influence public opinion on racism. The results confirm the assumption that society's perspectives on racism are greatly influenced by communication, especially via the media. Media representations reflect their significant impact on public opinion, thus either supporting or challenging current biases. The research also explores the complex and alarming interactions among racism, materialism, and football. The constant marketing of the sport envelops supporters in a consumerist culture that often becomes entwined with racist discourses, therefore sustaining prejudices and unfair practices. This study emphasizes its role as a system of control and subordination, challenging the oversimplified view of racism as simple prejudice. However, the results offer a glimmer of hope. There is still great possibility for significant reform, even in communities thought to be opposed to development. It appears that the realm of



sports may provide a forum for both voicing dissatisfaction and encouraging significant social change.

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## الخطاب العنصري في كرة القدم: تحليل نقدي للخطاب حول تمثيل وسائل الإعلام لهتافات المشجعين

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مدرس ومحاضر في وزارة التربية / مديرية تربية القادسية

### المستخلص

يتناول هذا البحث قضية العنصرية المتفشية في كرة القدم وتأثيراتها المجتمعية الأوسع. يتناول البحث المشاكل الرئيسية مثل الانتشار الواسع للعنصرية في كرة القدم، ودور الإعلام في تعزيز السلوك العنصري، وتأثير ثقافة المستهلك على تصرفات المشجعين. يستند البحث إلى ثلاث فرضيات رئيسية: (1) تعكس العنصرية في كرة القدم الإيطالية مشكلات مجتمعية أكبر؛ (2) تزيد تصورات الإعلام للتفاعلات العرقية من المواقف العنصرية بين المشجعين؛ و (3) تشجع ثقافة المستهلك في كرة القدم السلوك التمييزي من خلال تحويل اللاعبين إلى سلع وتقليل إحساس المشجعين بالمواطنة. للتحقيق في هذه القضايا، يستخدم البحث منهج تحليل الخطاب النقدي (CDA)، كما أوضحه فيركلاف (2013) وفاولر (2013)، مع التركيز على حالة محددة من الهتافات العنصرية. يكشف هذا التحليل الروابط بين الظواهر الاجتماعية وتأثير الإعلام وثقافة المستهلك التي تعزز العنصرية كشكل من أشكال التعصب. تبرز النتائج كيف يمكن للقوالب النمطية المتأصلة، عند منحها منصة، أن تحفز المشجعين على الانخراط في الهتافات العنصرية حتى في البيئات التي تدعم ظاهرياً التسامح ومكافحة التمييز. يعكس هذا الحادث الاتجاهات المجتمعية الأوسع، مما يبرز أهمية فحص الإعلام وثقافة المستهلك والهياكل الأساسية التي تدعم العنصرية. يحول هذا البحث النظر إلى العنصرية من أفعال متفرقة من التحيز إلى قضية نظامية مرتبطة بهياكل السلطة. يوضح كيف يعزز تسليع كرة القدم، إلى جانب تصوير الإعلام للتفاعلات العرقية، السرديات التي تعتبر بعض المجموعات أدنى ومؤهلة للإذلال. علاوة على ذلك، يؤكد البحث على دور المشجعين داخل ثقافة المستهلك، موضحاً كيف أن معاملتهم كمستهلكين بدلاً من مواطنين تخلق فهماً مثاليًا ولكن متحيزًا للعبة ولاعبها. يضمن هذا المثالية، مع التحيزات القائمة، بقاء التمييز حاضراً على الدوام.

**الكلمات المفتاحية:** تحليل الخطاب، تعليقات المشجعين، كرة القدم، تمثيل الإعلام، العنصرية.