

## SUMMARY

### Joke Casually Consumed with Racism: A Racialised Gaffe Made in the Australian Football League

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My research analyses racism and racial representation in Australia. In particular, this paper investigates the racism expressed in jokes in the context of everyday communication. Throughout the discussion, I critically analyse the racist discourses in everyday jokes and reveal the double-standard ethical attitude in which racists disavow racism while they, at the same time, enjoy racial expressions as 'just a joke!'

As a case study, my work focuses on a racist joke that was made in May 2013 by Eddie McGuire, president of a football club in the Australian Football League. McGuire's joke targeted Aboriginal football player, Adam Goodes. In his joke, McGuire referred to Goodes as an 'ape like King Kong'. I focus specifically on the public reaction to this incident by analysing the discourse of McGuire's supporters, who asserted that 'McGuire is not racist'.

In contrast to previous studies that have tended to critique racism within the binary framework of 'racist or not', I suggest that racist discourse in contemporary Australia invalidates the categories of 'who is racist and who is not', erasing the border between racists and non-racists.