

### 3

## The Reconstruction of Hate Language<sup>1</sup>

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In the midst of the violent rampage in the Sydney suburb of Cronulla on 11 December 2005, a message was written large in the sand: ‘100% Aussie pride’ (Sydney Morning Herald 2005: 4). Hateful sentiments were brought to the fore that day. Yet, the presence of this message reminds us that these were shadowed by sentiments that, in other circumstances, might be characterised as desirable or positive, such as national pride, care for the local beach, concern for the safety of surf lifesavers and respect for women’s rights. In labelling the racist behaviour of the Cronulla crowd as hate speech or hate crime we are faced with a question. Are we suggesting that this form of hostility can be reduced to, and adequately explained as, an expression of hatred?

This chapter is prompted by a suspicion that the relatively recent popularity of concepts such as hate speech, hate crime and hate groups may have lulled us into assuming that extreme forms of racism, homophobia and other modes of prejudice are largely conveyed and propagated through language that is readily identifiable as vilifying, prejudiced or hateful. This expectation is particularly apparent, albeit understandable, in relation to white supremacist organisations such as the Australia First Party (‘AFP’), the British National Party (‘BNP’) or the Knights of the Ku Klux Klan (‘Knights’). We expect these kinds of extremist organisations to express their prejudice through language that is overtly and uncompromisingly hateful. There is reason to believe, however, that some of these groups are currently making a play for respectability or, in the case of more recent groups, are crafting a civil image for themselves from their very beginning. In the United States, this phenomenon has been referred to as ‘rhinestone racism’ (Perry 2001: 168). Its ultimate aim is to sever all connection between the (well

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Griffin became Chairman in 1999, the BNP has sought to moderate its image. The electoral success of the BNP has increased throughout the 2000s.

*Knights of the Ku Klux Klan* (Knights): The Knights are generally believed to be the most successful cell of the Ku Klux Klan, which is otherwise a disjointed alliance based in the United States. Under the 'modernising' leadership of Pastor Rob, the Knights have publicly rejected the use of mystifying titles, white hoods and aggressive language.

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