The Sweet Enchantment of Color-Blind Racism

with Dr. Eduardo Bonilla-Silva

We know that the language of race has changed in significant ways in the Post-Civil Rights Era. Gone are, for the most part, the odious epithets and views prevalent in Jim Crow America. Yet, a more “civilized” racial discourse has emerged to become the dominant way in which we transact racial affairs. In this talk, Dr. Bonilla-Silva will examine this new racial discourse, which he labels as color-blind racism. Participants will begin to appreciate how color-blind racism works in the academy and discuss concrete strategies for responding to it. Embedded in this conversation is a call for Americans of good conscience to move away from being spectators of racial affairs and become fighters for racial justice.

Dr. Bonilla-Silva is a Professor and Chair of the Sociology Department at Duke University. He is an acclaimed scholar and author of Racism without Racists: Color-Blind Racism and the Persistence of Racial Inequality in America.

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