



Racism

Materials:

- Worksheet

Brainstorm

Write one paragraph to answer this question: What is your earliest experience dealing with race or racism?

Teacher might leave it up to the student whether to keep this private, allow students to pair if they choose, or allow students to share with the class if they choose.

Discuss

I want to start off by acknowledging that the topics we will be discussing throughout this lesson may make some people feel uncomfortable. That's OK. I also want to assure you that this classroom is a safe space and our discussions will follow the respectful discussion guidelines we have used throughout the year.

Racism is prejudice or discrimination against someone of a different race based on the belief that one's own race is superior. It results from a combination of privilege and power, and denies equality to people based on race. Racism can be expressed through jokes and slurs or, in extreme circumstances, through violent hate crimes. Racism has existed throughout human history and has influenced wars, slavery, the formation of nations, and even laws. One way to break through stereotypes is by looking at the ways in which we are all similar instead of identifying how we are different.

Dive in!

Go to this [site](#) and look through the business logos that have been used and deemed racist over the course of the decades. Choose one of these logos to consider. Why do you think the business chose to use it in the first place? Who was hurt by use of the logo, and why? Share your thoughts with another student in the class. Keep in mind that the other student might



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have a different opinion than you do. That's okay. We are going to practice explaining our opinion, getting feedback from someone else and accepting that feedback.

Activity

Imagine that you have been asked to design a new logo by the company you just read about. What would you do? How could you avoid making the same mistake again? What would your logo look like? Be creative and design a logo that would reflect the business's values without being considered racist.

Teachers have the choice to allow students to work in a group if one more than one student chose the same logo. Teachers can also decide if they want students to create their logo online and share it in a slide deck, or draw their logos on hand. Here are some free websites that allow students to create online logos:

<https://www.freelogodesign.org>

<https://www.adobe.com/express/create/logo>

<https://www.canva.com/create/logos/>

Reflect

What did you learn from your research? What did you learn from your partner? How might this be important to the community in which you live?

For Further Study

<https://www.nytimes.com/2017/09/27/learning/lesson-plans/first-encounters-with-race-and-racism-teaching-ideas-for-classroom-conversations.html?action=click&module=RelatedLinks&pgtype=Article>

<https://www.businessinsider.com/15-racist-brand-mascots-and-logos-2014-6>



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Professional Development

Racism can be a challenging topic to teach and guide. Teachers need to be aware of their own biases as they monitor the classroom environment. Here are some free resources that might make the subject a little easier to understand.

<https://ny.pbslearningmedia.org/resource/deepening-your-understanding-of-race-and-racism/tools-for-anti-racist-teaching-video-virtual-professional-learning-series/>

<https://www.learningforjustice.org/professional-development>