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The Blurred Lines of Racism

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The Blurred Lines of Racism Pitch

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The Blurred lines of Racism

By Manesa Dhanabalan

This project would have a general touch of racism but it's a much more deeper look into the issue. Racism is a well-known concern but also a growing issue that everyone tends to overlook in terms of ethnic bias. Many cultures separate from others and even within themselves. A huge issue that hasn't changed from the past is the idea that lighter is better than darker, even within cultures. The focus of this project is to share research, statistics and experiences of many people who deal with racial and ethnic bias. The target audience for this project is anyone from 16 to 60 years old. The statistics and research can be retrieved from many sites such as Statistics Canada, Bureau of Justice Statistics and a study called The "Obama effect" and white racial attitudes. The data in this piece will also include experts and their views on this issue, like Black Lives Matter and also the Indigenous Office at school. Using experiences from some of the people impacted by this issue would also make this project much more effective. Having a mix of stats, research, experts and real experiences would really allow the audience to connect and learn from it.

There are many different topics that can be covered in this site. The site should open up to the title and subheadings on the pages with all the different topics we are going to cover. The first topic is the influence of media which covers how advertisers and media started this separation and also how they instigate many issues into ethnic issues. Media plays their part by influencing the minds of people into thinking it's the ethnicity that starts conflict and not the individual human that committed the act. An example of this is white privilege and terrorism. The question that needs to be asked here is: when is it considered a terrorist attack? In some cases it seems that only crimes committed by "Black" or "Brown" individuals are acts of terrorism compared to "White" people who commit the same crime. The second topic is racial profiling and as a result, the crime and prison representation by ethnicity. These include the stories of Black men who are stopped or pulled over for no reason and how many of them end up getting charged. The third topic is indigenous people. This topic has its own page even though it is a culture because there are many stories of how they are impacted. Having its own page would be ideal to cover it thoroughly. The fourth topic is cultural appropriation. This topic is unique and different because many people don't understand what is acceptable and what is offending to others. Trying to cook food from a different culture is great and dressing in their attire is debatable, but how about darkening your skin to look like you're a different ethnicity? Each page would start off with a definition of what is being talked about. This would be a very brief introduction so that the reader knows what it's about. Following that would be a series of interactive elements, images, videos and graphs to represent the data and tell the stories. The data that retrieved from the sites that were mentioned above would be put into infographics, graphs and charts for the audience to view easily. The unique experiences for each page can be presented in a variety of forms for whatever works best with the story. This variety includes video, audio clips or written with images and quotes. In addition to this, I would also like to have a timeline that has all these issues that we research; organized by date and brief descriptions. This will be a great way to display the progress of how far we've come and for the audience to see if we experience more issues today or in the past. This project would be a great way to inspire others about how life is for everyone else and get a sense of what is acceptable in our society.