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White Reign: Deploying Whiteness In America



Synopsis

What does it mean to be white in today's society? Is whiteness an ethnicity? *White Reign* tackles questions like these by examining whiteness as a cultural concept that our society has created and exposing systems that teach us how we think about race. Whiteness permeates every aspect of our society and commands a role in almost every social issue from intelligence testing to affirmative action. The impressive scholars in this collection show us how whiteness is learned and deployed via a variety of social forces, including schools, media, and even cyberspace. By looking at the ideas behind concepts like "reverse racism" and "white privilege," *White Reign* can help the reader decipher the hidden message of what being white means in our race-conscious society. These essays examine the construction of white identity and the possibility of reshaping whiteness in a progressive, non-racist manner, presenting a culture of whiteness that can be employed by educators, parents, and citizens concerned with racial justice.

Book Information

Hardcover: 368 pages

Publisher: Palgrave Macmillan; 1st edition (September 15, 1998)

Language: English

ISBN-10: 031217716X

ISBN-13: 978-0312177164

Product Dimensions: 9 x 6.2 x 1.6 inches

Shipping Weight: 1.3 pounds

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