



"I SEE NO COLOR."

COLORBLIND RACISM

Zine project: Tianyi Bai, Sydney Story, and Madison Wilkinson

Research Goals

- **With our zine we wanted to address, explore, and educate our readers on**
 1. The definition and ideologic framework of a colorblind way of thinking
 2. How colorblind ideas function and appear in academic and creative literature, news media, social media, and prominent political speeches
- **The complexity and pervasiveness of colorblind ideas**
 1. Pros: by deemphasizing race, there is less stereotyping, prejudice, and discrimination
 2. Cons: disregarding for personal history impacts people negatively in their present positionalities
- **We end with a call for critical eyes from the public when they read colorblind media**



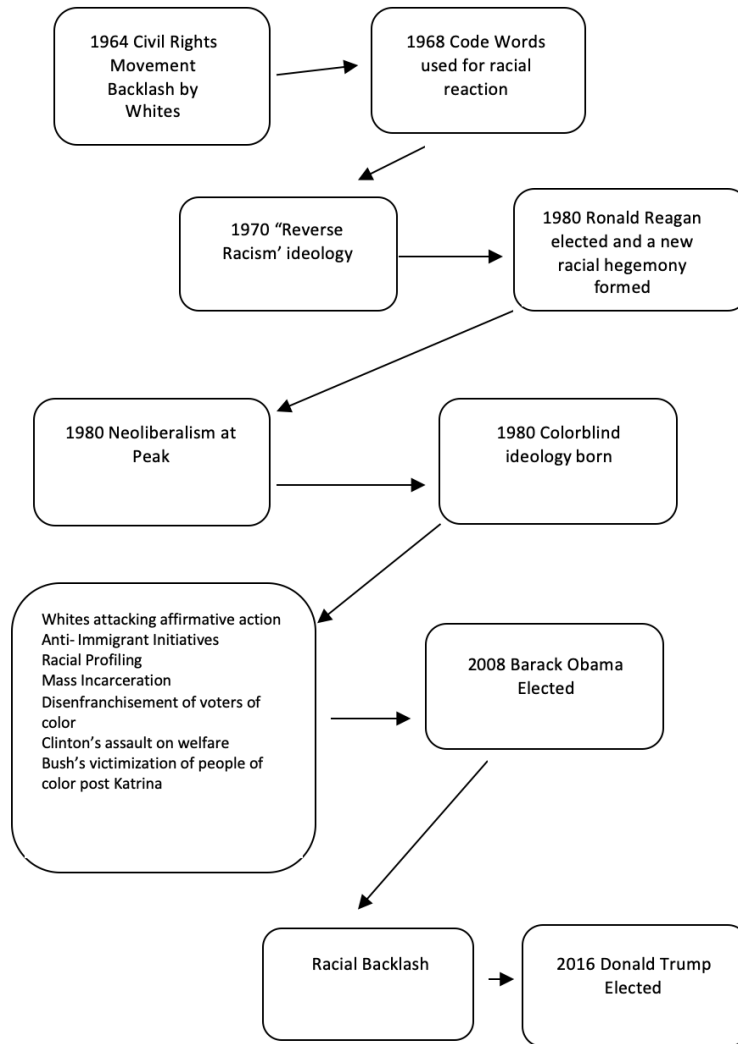
The images portrayed on the front and back cover pages of our zine are taken from Jahi Chikwendui's project, "Chokehold: The Dangers of Internalized Racism." In an article in the Washington Post, Chikwendui discusses his childhood and the racism he has experienced whilst growing up. The photo series, from which we have taken the two cover images, is meant to be a "Whitest Hands" version of Toni Morrison's "The Bluest Eye", a book in which the main character, a young black girl, believes that her life would right itself if her hair was blond, her skin is white, and her eyes are the bluest. Chikwendui states that "the images here are intended to be sirens: startling alarms to wake up from internalizing the myth of white supremacy and the reality of racism, which has led us to be blind, deafen, silence, even choke ourselves."

What does it mean to be colorblind ?

"How should we understand racism today? We have argued that race has no fixed meaning, that is constructed and transformed sociohistorically through the cumulative convergence and conflict of racial projects that reciprocally structure and signify race... nothing in the early phases of racial reaction pointed toward what would become “colorblind” ideology. The initial reaction to civil rights reform was driven by racist rage and full-throated rejectionism...The implementation of civil rights policy was recast as an attack on whites. It was reframed as a redistribution of resources away from whites...the ideology of “reverse racism” was presented to whites as an effort to protect them from “unfair” claims on the part of blacks or other people of color...the rearticulation of racial politics passed through several phases: a “code words” phase and a “reverse racism” phase before finally landing on colorblindness. **Colorblind racial ideology developed in league with neoliberalism from the Reagan years forward...What was significant was the reframing of racism as a “race-neutral” matter. Racism was now cast as something that could affect anyone; a century of white predication- whites as the subjects of racism, blacks and people of color as the object- was thus peremptorily dismissed.**”

Omi & Winant (2015)

An Ideological Timeline



Important Take Away

- "Reverse Racism" is a popular response by white American's after the civil rights movements
- It creates a need for a new racial hegemony that is taken up by Reagan : race neutral language
- Neoliberalism and colorblind ideology closely tied together
- Products of this match through various presidencies are racist in nature
- Backlash leads to the support of Barack Obama
- Barack Obama heavily criticized
- Political response in 2016 with Republican President Donald Trump



SystemRenegade777
@_IntoTheWild_

atriots are colorblind.
e judge by character & action.
ot by class, religion, race, sex or political affili
atriots have Pride.
atriots have Love.
e stand United & will

The next two pages include posts related to colorblindness on twitter: We want to illustrate the pervasiveness of this ideology and how people have misused it as a great sign of patriotism and anti-racism while they are actually hurting people of color

We not too old for a race
over race ? I must be col
what skin color is. Everyo

4:58 PM · Dec 14, 2019 · Twitter for IP

2 Retweets 5 Likes

rigatoni @brad_ramirez4 · 12h
Replying to @indeanwetrust
I be saying

always favor our prospective, that's human nature
That being said, most of my life I was raised in an
environment of a multiple of races. No one is colorblin
When color is color and not race, your prospective is
different.

12:21 PM · Dec 14, 2019 · Twitter Web App



Debra Washington #WalkAway March D.C.
@DebraWashingt10

Replying to @NBCNews

The reason we arent where we need to be is because the
subject keeps being fed with words. Action needs to be
taken WE ALL need to be color blind. This is an Issue for
myself too...I know I'm called a cracker. That's racist and
biased too. I am THE MINGO NOW. My dad was right.

4:35 AM · Dec 13, 2019

...human race . Some of us (...
...the intelligence and the ...
...of conservatives so they have to resort to ...
...ing names , some of which you mentioned , that just
shows their character , not yours , dude . Despair not

3:26 PM · Dec 14, 2019 from Mountain Home, AR · Twitter for Android

regards to race is fucking stupid because while its
dismissive, erasive and entitled it's also dog shit stupid
because being color blind literally means you only see
black or white.

10:15 PM · Dec 14, 2019 · Twitter for iPhone

27 Retweets 121 Likes

not so slim shady @hayleyyjay · 14h
Replying to @hayleyyjay

“FACE TO FACE: How our skin color affects the way others see us”

PHOTO COURTESY OF “SKIN TONES” BY JANA CURCIO

"Skin Tones" is an art project that visualized the idea that race and racism go hand-in-hand, back-and-forth in different directions. The faces are presented as fragmented forms and are intended to ask, "what is racism these days?" Curcio's combination of skin tones and ethnicities relates to the zine's colorblind theme as the idea of brownness and racial subjectivity is based on outside perceptions of an individual. Through this art piece, we want to present that peoples' understanding of one skin color is influenced by many historical, political, and cultural reasons, and although those understandings are often biased and should be corrected, it is not right to completely erase the histories behind these.



Kim Kardashian Defends Aaliyah Costume: 'We Don't See Color'

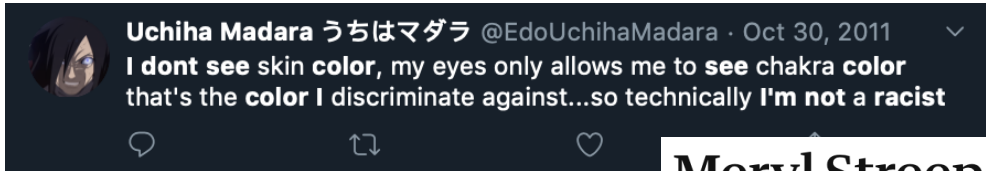
brodyjenner AMEN T!! #Repost @taylormosher

I normally don't speak about this type of stuff, but this is just ridiculous. I can't even watch the news anymore without getting pissed off. This has nothing to do with race. White, black, brown, any color...if you have an officer of the law telling you to exit your vehicle (or do anything for that matter)...you comply. And not only do you comply, but you do so willingly and follow directions completely. And why in the world would you exit that vehicle with a weapon in hand (allegedly)?! That makes no sense! And if, let's just say, you DON'T have a gun, why would you not put your hands up in the air and state "I do not have a gun" so that the officers can clearly see that you don't?? If I, as a white male, did those things, I'd expect that I'd be putting myself in danger of being shot because I'd be making myself a perceived threat. This world is getting out of hand with the race issue. Maybe I say that because I'm not racist. I see humans as equals. You shoot me, or you shoot an African American, we are both humans with the same beating heart. Why is everything these days about race? Why?

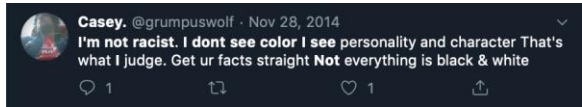


On *The Daily Show* Wednesday night, Trevor Noah went head to head with conservative commentator Tomi Lahren. Lahren said she doesn't "see color" and thinks "true diversity is diversity of thought, not diversity of color."

Unfortunately I'm not a FUCKING RACIST I DONT SEE COLOR THIS IS FRIENDLY SPORTS TRASH TALK SO KILL THAT WITH ME BRING UP KAP HAVE YOU EVER HAD YOUR BROTHER KILLED BY GUN VIOLENCE NO WELL I DID HE WAS 22 SO YOU CANT SAY SHIT TO ME MATTER FACT STAY OF MY TWITTER BRAH



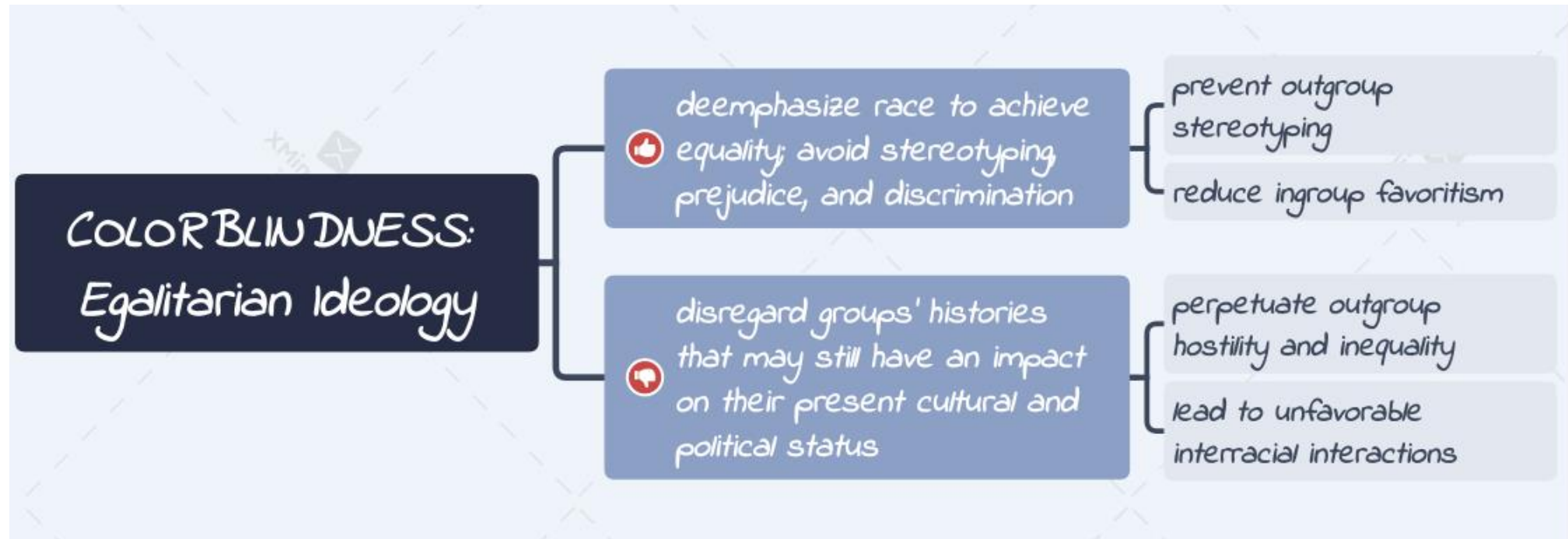
Meryl Streep: 'We're all Africans really'



Is someone's race or gender a consideration for Spielberg when he hires people to work in front of or behind the camera? He says, "Look, I have two black children, you know? I've been colorblind my entire life." And, he adds, "when you just look at the films I've made, and look at the people who've worked on those films — look at the diversity within the crew, within the cast — I've always [had it]."

"I'm not racist, I don't see color."

This page contains a collection of news articles and tweets from a variety of sources. Each screenshot draws instances in which an individual or incident was accused of being racist or problematic in some way, to which individuals responded that they don't see race, and therefore their actions cannot be construed as racist. Contained here are examples from celebrities, prominent newscasters, and random twitter users. Through this collection of images we hope to show that the defense of colorblindness is still very prevalent in society today, and that it is merely an excuse for perpetuating racial discrimination and ignorance surrounding the subject.



As shown on this chart, colorblind ideology is Janus-faced—there are both pros and cons. The zine page contains not only this chart but also a hand-written section from the speech by Martin Luther King, "I have a dream...". The page aims to show the audience that although the colorblind ideology is often used as an excuse in social media by people who produce racist discourse, it started by people who indeed had good intentions and fought for social justice and there are still people who use this ideology as a means to reduce stereotyping and inequality.

_reasons cited from Kumar Yogeeswaran, Thomas Davies, and Chris G. Sibley (2017).

Colorblindness in social media

Future Avenues

The passage from Sommer, van Sterkenburg, and Hofhuis (2018) states that colorblindness attitudes and on- and off-line racial bias co-exist and co-construct. We believe that their conclusion is critical to inform our audience as media consumption is unavoidable in current U.S. society. Understanding that media is biased and exclusive constitute critical readings and selective propagation, which is a convenient way to reduce racialized stereotypes and unintentional colorblindness.

Everyday Steps To Combat Negative Colorblind Messages



acknowledge
the authors' biases



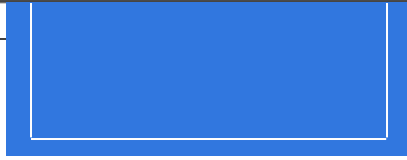
recognize your own
biases critically



examine how race is
represented and read
between the lines for
what is missing.

Bibliography

- Apfelbaum, Evan P. et al. 2017. “From Ignorance to Intolerance: Perceived intentionality of racial discrimination shapes preferences for colorblindness versus multiculturalism.” *Journal of Experimental Social Psychology* 69, p. 86-101. Retrieved from: <https://doi.org/10.1016/j.jesp.2016.08.002>
- Davila, Bethany. 2017. “Standard English and Colorblindness in Composition Studies: Rhetorical Constructions of Racial and Linguistic Neutrality.” *Journal of the Council of Writing Program Administrators*, Vol. 40 Issue 2, p. 154-173. Retrieved from: <http://eds.b.ebscohost.com/eds/pdfviewer/pdfviewer?vid=0&sid=e0705d65-6c86-49af-ba40-71e7271ff632%40pdc-v-sessmgr02>
- Omi, Michael, and Howard Winant. 2018. “Racial Formation in the United States.” *Inequality in the 21st Century*, pp. 276–282., doi:10.4324/9780429499821-49.
- Reynolds, Rema, and Darquillius Mayweather. 2017. “Recounting Racism, Resistance, and Repression: Examining the Experiences and #Hashtag Activism of College Students with Critical Race Theory and Counternarratives.” *The Journal of Negro Education*, vol. 86, no. 3, p. 283., doi:10.7709/jnegroeducation.86.3.0283.
- Yogeewaran, Kumar, Thomas Davies, and Chris G. Sibley. 2017. Janus-faced Nature of Colorblindness: Social dominance orientation moderates the relationship between colorblindness and outgroup attitudes. *European Journal of Social Psychology*, vol. 47, p. 509-516. Retrieved from: <http://dx.doi.org/10.1002/ejsp.2225>



THANK YOU!