
RACIAL PREJUDICE AND THE MODERN TRADITIONAL FAMILY: THE PSYCHOLOGY OF INSTITUTIONALIZED RACISM

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ABSTRACT

The examination of racism in sociology involves a study of the social development of 'racial' groups and racial inequalities. Described as the racial group supremacy ideology that explains or demands a racial dominance or exploitation framework, race retains the attitudes and activities of individuals and the institutions in which they are established. Racism is often referred to as human prejudice, yet racism is certainly structural, expressing itself in the benefits and drawbacks of cultural objects, ideological discourse and institutional realities that co-exist with human prejudice. In this study we seek for instances of historical beliefs and cultural conduct that contribute to the racial disparities of today. The researchers are producing three important findings on racial psychology obtained via the application of a psychological and cultural paradigm. To start with, racism may be seen in our daily environment. Secondly, via their choices and actions, researchers strengthen racist settings in their daily activities. Thirdly, they interact with cultural settings that encourage prejudiced approaches to the world. This approach distances treatment efforts from individual choices and changes the mental and environmental conditions which reflect and maintain racial superiority. Researchers may investigate the return of overt racism in future studies and also critically examine subtle types of racism, which would be a profound issue in society.

KEYWORDS: Cultural, Discrimination, Equality, Prejudice, Racism.

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