Joy Lim

Dr. Tilton

RHCS 105

12 pm

**Lawrence Ross Lecture**

Lawrence Ross, author of best-selling book *Blackballed: Know Better, Do Better[[1]](#footnote-0)*, came to the University of Richmond (Queally Center) on March 26th to give a lecture on racism on college campuses. The lecture focused on blatant racism that is still prevalent on college campuses across the nation and the steps that each individual could take in addressing and confronting similar situations. Already stated in the book title, Ross encouraged each individual who attended the talk to “know better” (educate themselves on these issues) and then to “do better” (act accordingly). Although I was only able to attend for the first half of the 2-hour lecture, I was surprised at the direct relationship that racism had to media, culture, and identity.

Keywords such as Race, Representation, Stereotype, Ideology, Power, Intersectionality, Memory, Public, Content, etc. were all discussed in the larger context of media. Ross showed a powerpoint presentation of images (mostly over snapchat) depicting racist/stereotypical messages committed by college students on multiple different universities campuses. The role that media, specifically social media, played in influencing, encouraging, spreading, and relaying all of that information was the focal point of the lecture. As, “ideologies ‘work’ by constructing for their subjects positions of identification and knowledge,” the ideologies portrayed by these racist images reflected a wider ideological stance of white supremacy[[2]](#footnote-1). The power that the media has in communicating these ideologies works to actively shape the biases and negative preconceptions of people of color. Just how in the past, “part of the ideological work necessary for that transformation was performed by popular Hollywood films,” generations in the present day see the effects of social media outlets such as Instagram, Snapchat, and Twitter[[3]](#footnote-2). Ross’s argument about the lasting effects of racism on college campuses closely correlates to the content of media. The, “media content was making a statement about race relations in contemporary America,” through the captions used in the images and the blackface that was depicted in this racist pictures[[4]](#footnote-3). The lecture was extremely powerful and encouraged students on the University of Richmond campus to confront the inherent racism that was prominent on our campus as well.

**Citations**

* "Thelawrenceross.com – Author/Lecturer/Writer." Thelawrencerosscom. Accessed April 03, 2019. http://thelawrenceross.com/.
* Dines, Gail, Jean McMahon Humez, Bill Yousman, and Lori Bindig. *Gender, Race, and Class in Media: A Critical Reader*. Thousand Oaks, CA: SAGE Publications, 2018.
* Fuchs, Christian. *Foundations of Critical Media and Information Studies*. London: Routledge, 2011.
* Croteau, David, and William Hoynes. *Media/Society: Industries, Images, and Audiences*. Los Angeles: SAGE, 2017.

1. "Thelawrenceross.com – Author/Lecturer/Writer." Thelawrencerosscom. Accessed April 03, 2019. http://thelawrenceross.com/. [↑](#footnote-ref-0)
2. Dines, Gail, Jean McMahon Humez, Bill Yousman, and Lori Bindig. *Gender, Race, and Class in Media: A Critical Reader*. Thousand Oaks, CA: SAGE Publications, 2018. [↑](#footnote-ref-1)
3. Fuchs, Christian. *Foundations of Critical Media and Information Studies*. London: Routledge, 2011. [↑](#footnote-ref-2)
4. Croteau, David, and William Hoynes. *Media/Society: Industries, Images, and Audiences*. Los Angeles: SAGE, 2017. [↑](#footnote-ref-3)