Chapter 13 Discussion Activity: Ethics of Fashion – Racism in Retail

Discussion Activity Directions

Before participating in this discussion, please read all assigned articles and watch all videos included in the activity. Your responses should be thoughtful, well-developed, and demonstrate your understanding of the content.

Requirements for Your Responses

When answering the discussion questions:

- Write a minimum of **300 words total**
- Use complete sentences and summary form (no bullet points)
- Incorporate evidence and examples from the assigned articles and videos to support your ideas
- Be sure your answers clearly reflect the key concepts presented in the materials

Your goal is to show that you have engaged with the readings and videos and can apply what you've learned to your discussion responses.

Required Videos

🎬 **Ensure all videos are well captioned with good sentence structure.**

Video Assignments

1. **Elevator – Racism. It Stops With Me.** Watch on YouTube: Elevator – Racism. It Stops With Me.
2. **Stereotypes and Prejudice** Watch on YouTube: Stereotypes and Prejudice
3. **The Labels We Carry** Watch on YouTube: The Labels We Carry

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Discussion Questions

Due Date: Friday by 11:59 PM

Question 1

Define the term **Race**.

Question 2

Define the term **Ethnicity**.

Question 3

Define the term **Intersectionality Theory**.

Question 4

Define the term **Cultural Appropriation**.

Question 5

Have you ever experienced any form of racial discrimination while shopping? Explain. The discrimination can be something you experienced or something you observed.

Question 6

Have you or someone close to you ever experienced racial slurs, racial jokes, or exclusions from peers based on ethnicity or skin color? Explain how it made you feel and how you handled it.

(You do not need to explain the situation, just how you dealt with the experience)

Question 7

Do you remember a time when you had misinterpreted stereotypes about a person that you encountered? Explain why you think you made these assumptions.

(You do not need to explain the situation, just why you think you had these stereotypes)

Question 8

Stereotypes and labels can have far-reaching and harmful effects on an individual, influencing their self-esteem, opportunities, and overall well-being. Explain how stereotyping affects individuals who experience these negative labels.

(Refer to “The Labels We Carry” video)

Question 9

The appearance components of stereotypes often act as powerful triggers for people to use negative labels, reinforcing preconceived notions about individuals or groups. Explain why you think people use negative labels and allow these preconceived stereotypes to continue.

(Refer to the videos)

Peer Response Requirement

Due Date: Sunday by 11:59 PM

Respond to **1 of your peer's discussion posts on Question 9**.

Submission Timeline and Guidelines

Assignment Component	Due Date	Late Policy
Discussion Questions (1-9)	Friday by 11:59 PM	Late points will be deducted
Peer Response	Sunday by 11:59 PM	10 points deducted if late; no late submissions allowed

Important Late Policy Information

- If the discussion is submitted late, late points will be deducted
- If the discussion is submitted after 7 days from the due date, the student will receive a **0** for the assignment
- If the peer response is not submitted on time, **10 points will be deducted** and no late submissions are allowed

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Tips for Success

1. Watch all three videos carefully and take notes on key concepts
2. Look up definitions for Questions 1-4 in your textbook or course materials
3. For Questions 5-7, reflect on your personal experiences thoughtfully
4. For Questions 8-9, reference specific examples from the videos
5. Write in complete paragraphs with specific examples from the materials
6. Ensure your total response meets the 300-word minimum
7. Start early to meet the Friday deadline for questions
8. Return to the discussion board before Sunday to complete your peer response on Question 9