

Donnella, Leah, et al. "I'm Not Racist, I'm Argentine!." *NPR*, NPR, 30 Aug. 2017, www.npr.org/sections/codeswitch/2017/08/30/547013468/im-not-racist-im-argentine.

Racism happens everywhere, and with everyone. This incident just happened on a street in California. Some would say a "Latina v Latino" incident. A darker skinned Latino vendor with his food cart, and a light skinned Latino was walking by. The passerby then tips the vendors cart over and they have a small fight. The vendor then calls the man racist. The light skinned man responded in spanish with "I'm not Racist, I'm Argentine!" The lighter skinned Latinos are known to be proud of their light skin to mark themselves as white, and to not have the "contaminated" indigenous and Afro-descended blood.

- " We know that people from Argentina, not all, but generally speaking, are very proud of their European ancestry, specifically Italian, to mark themselves as white — not to be confused with those others who were "contaminated" with indigenous and Afro-descended blood."
- " Clearly, there's a lot of internal issues within Latino communities. White-passing Latinos do in fact use their privilege to socially and racially distance themselves from other Latinos."

Casale-Hardin, Maria Alejandra. "Mejorar La Raza': An Example of Racism in Latino Culture." *The Huffington Post*, TheHuffingtonPost.com, 12 June 2015, www.huffingtonpost.com/maria-alejandra-casalehardin-/mejorar-la-raza-an-exa mpl_b_7558892.html.

"Mejorar la raza" means "improve the race." This is a saying commonly said in the Latino community. Elders would tell the young to "improve the race," which means for them to marry someone with lighter skin, straighter hair, lighter eyes, to "fix the race." They don't want their grandkids to have "pelo malo" which literally translates to "bad hair." What they mean by bad hair is that curly, kinky, afro hair is bad and ugly.

- "This subtle form of racism is so ingrained in our culture that people measure themselves unapologetically against the supposed standard of beauty."

- “Children aren’t born racist, they learn racist behaviors as they grow. We have to be mindful of how language describes us, how we talk about others, and what we teach our children. We perpetuate the stereotypes that diminish the unmeasurable value of our multicultural ethnicity — we shouldn’t be glorifying one race over the other.”

Casale-Hardin, Maria Alejandra. “Mejorar La Raza’: An Example of Racism in Latino Culture.” *The Huffington Post*, TheHuffingtonPost.com, 12 June 2015, www.huffingtonpost.com/maria-alejandra-casalehardin-/mejorar-la-raza-an-exampl_b_7558892.html.

So many common conversations in the Latino community talking about who someone else is dating. Talking about if they have dark skinned and bad hair, or light skin and the “good hair.” Compliments in the community don’t make others feel good about themselves and effects what they see is beauty. We need to teach our kids that everyone is different, but still beautiful no matter their skin color.

- “When we give more value to lighter skin and European features, we are making it harder for American-born kids to find their place in this already multicultural and multiethnic society.”
- “Same goes with skin color, praising a child for having a lighter skin color not only harms the darker-skinned kid, but also their own sense of beauty. I like to tell my kids how beautiful they are and who in the family they look like. Each of them loves to know that they either look like daddy, mommy or grandma. It makes them feel loved and beautiful because they love us and believe we are beautiful as well.”

Carvalho, Rebecca. “Hey, Latinos – We Need to Talk about Colorism.” *The Tempest*, 1 July 2017, thetempest.co/2016/02/10/culture-taste/culture/latino-colorism/.

Colorism is alive in the Latino community. The color of their skin is preventing them getting jobs by the same race! The Latinas we see in the media are perfectly tan (lighter skinned!!), long light colored hair and light eyes. In Brazil there is a small indicator that the tensions are starting to loosen up and more positivity is starting to spread.

- “Not to acknowledge how far my light-skinned privilege carries me would be completely unfair—I can’t relate to the struggle that many other Latinos face. And claiming I’m a person of color seems unfair to Latinos who face struggles every single day that I can’t even begin to fathom.”

- “while my mom remembers times where those with darker skin staying under umbrellas to make sure they didn’t get more tan, times when Puerto Rican banks deliberately turned down job applications from those with darker skin.”

[thebodyisnotanapology.com/magazine/valuing-whiteness-colorism-in-the-hispanic-community/+](https://thebodyisnotanapology.com/magazine/valuing-whiteness-colorism-in-the-hispanic-community/)

This woman talks about her experiences and what she saw on the streets. SHE also talks about how whiteness is valued in the Latino community.

- “It was about not wanting to be darker skinned.” She would see men and women walking around with umbrellas.
- “Whenever we hung out, there was a definite difference in the way my friends treated someone who was darker, even if they were from the same community.”

<https://www.youtube.com/watch?v=76X4JvjpXug>

Darker skinned people in this video are talking about their experiences. People of all races who are considered darker skinned in their culture speak out about colorism.

- In this video there is a dominican woman who talks about “mejorar la raza” and how in the dominican culture, shaping the way the kids look puts them in a “better direction” because they are lighter.
- “They usually cast the dark skinned person as the villian” This shows that when Novelas do cast darker skinned latinos, they cast them as a “bad” character.

Molano, Sarah. “Exploring Colorism among Latinos.” *Pipe Dream*, 26 Feb. 2018,

www.bupipedream.com/news/92362/exploring-colorism-among-latinos/.

In-text Citation

- She talks about how light skinned latinos like her need to be educated on Afro-Latinos and how they also need to accept that they are viewed more positively in the community and have privilege in society.
- “We, as a community, need to start having the conversation about colorism and anti-blackness within our circles. We need to better educate each other about Afro-Latino identity and how Afro-Latinos are just as great a part of our community as anyone else. “

- “Light-skinned Latinos like myself need to acknowledge that even though we face racism, we have a level of privilege that our dark-skinned counterparts lack. Though we are still a minority, we have greater representation in mainstream pop culture than dark-skinned Latinos.