

You are cordially Invited to UMD's Black History Month 2014 Inaugural Event


Black History Month @ UMass Dartmouth

Now You See it *Now You Don't!*

***The Sweet Enchantment of Post-Racial
Racism in Contemporary America***

**A Presentation by
Dr. Eduardo Bonilla-Silva**

Eduardo Bonilla-Silva is Professor and Chair of the Sociology department at Duke University. Professor Bonilla-Silva gained visibility in the social sciences with his 1997 American Sociological Review article, "Rethinking Racism: Toward a Structural Interpretation," where he challenged social analysts to analyze racial matters from a structural perspective rather than from the sterile prejudice perspective. His most recent appearance can be found on the PBS election special, Race 2012.



Tuesday, February 4th 11am - 1pm
Library Grand Reading Room

Reception to follow - 1:30 pm Frederick Douglass Unity House

Co-Sponsored by:
Office of the Vice Provost of Academic Affairs, Office for Student Success, Student Affairs,
Office of Equal Employment and Opportunity, Undergraduate Student Government, Graduate Student Government
Department of Crime and Justice Studies, Black Studies Program, CITS, Frederick Douglass Unity House

*Tuesday February 4th from 11:00am – 1:00pm @
the Grand Reading room in the Claire T.
Carney Library*

Dr. Eduardo Bonilla-Silva, Professor and Chair of Sociology at Duke University will be speaking at the University of Massachusetts, Dartmouth on Tuesday February 4th from 11:00am

– 1:00pm @ the Grand Reading room in the Claire T. Carney Library. A reception & refreshments to follow: 1:30pm @ the Frederick Douglass Unity House.

Chancellor Grossman will be introducing Dr. Bonilla-Silva whose presentation is entitled “Now you See it, Now You Don’t! The Sweet Enchantment of Post-Racial Racism in Contemporary America.” Opening remarks by Dr. Viviane Saleh-Hanna from the Department of Crime and Justice Studies questions and answers facilitated by Dr. Sadhana Bery from the Department of Sociology & Anthropology.

The Black History Month Planning Committee is honored to welcome Dr. Bonilla-Silva to our campus. He is an accomplished sociologist whose scholarship has received widespread recognition. His most recent appearance can be found on the PBS election special, Race 2012. His work has been used by professors for many years at this university. He has effectively challenged generations of his readers to confront the ensuing legacies and practices of White supremacy.

Come and hear him address the sounds & styles of racism today:

*I see people not color
I am not a racist! My best friend is Black
I didn't get the job because of a Black man
I have a buddy who didn't get into Harvard because of a Black
guy who got in with a lower GPA*

Professor Bonilla-Silva gained visibility in the social sciences with his 1997 American Sociological Review article, “Rethinking Racism: Toward a Structural Interpretation,” where he challenged social analysts to analyze racial matters from a structural perspective rather than from the sterile prejudice perspective.

His research has appeared in journals such as:

- Sociological Inquiry

- Racial and Ethnic Studies
- Race and Society, Discourse and Society
- American Sociological Review
- Journal of Latin American Studies
- Contemporary Sociology
- Critical Sociology
- Research in Politics and Society
- The Annals of the American Academy of Political and Social Science
- Political Power and Social Theory

To date he has published five books, one of which is currently in its 4th edition:

1. **White Supremacy and Racism in the Post-Civil Rights Era** (co-winner of 2002 Oliver Cox Award given by the American Sociological Association)
2. **Racism Without Racists: Color-Blind Racism and the Persistence of Racial Inequality in the United States** (2004 Choice Award) This book appeared in 2006 in a second expanded and revised edition and, again, in 2009 with a long chapter examining the Obama phenomenon. A fourth edition has been released in 2014 in which Obama's re-election has been discussed
3. **White Out: The Continuing Significance of Racism** (with Ashley Doane)
4. **White Logic, White Methods: Racism and Social Science** (with Tukufu Zuberi and also the co-winner of the 2009 Oliver Cox Award)
5. **State of White Supremacy: Racism, Governance, and the United States** (in 2011 with Moon Kie Jung and João H. Costa Vargas)

Dr. Bonilla-Silva has received many awards, most notably the 2007 Lewis Coser Award by the Theory Section of the American Sociological Association for Theoretical-Agenda Setting and in 2011 the Cox-Johnson-Frazier Award given by the American Sociological Association "to an individual or individuals for

their work in the intellectual traditions of the work of these three African American scholars.”

We invite you to join us and request you encourage students to attend this very important event! For more information: vhanna@umassd.edu.

This event has been sponsored by
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* Graduate Student Government * Student Affairs * Computing and
Information Technology Services* Department of Crime and
Justice Studies

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3rd EyE Mission: To engage and empower young leaders to positively transform their community through skill-based mentoring, organizing and the arts....since 1998
