

Week 8

Literature



Peggy McIntosh's work in 1989 entitled, *White Privilege: Unpacking the Invisible Knapsack* talks about recognizing racism through being acutely aware of one's privileges. The knapsack represents special provisions such as clothes, checks, passports, visas, and other documents (1). Conventionally, the public is taught to be aware of discrimination by noting of what makes others at a disadvantage. However, white Americans can be unfairly at an advantage because of their unearned benefits just because of skin color. A quote from Native Americans interestingly exhibits how privilege can be misunderstood, "The feeling that one belongs with the human circle, should not be seen as privilege for a few." It is enlightening to know that the first settlers of America have incorporated acceptance in their values. It is then noteworthy that United States is popularly regarded as "The Land of the Free".

By 2050, the U. S. would probably be the best example of a multicultural nation due to its current rate of immigration. It is also likely that there will be several second languages in each state such as Spanish and Chinese. Some positive results may include more tolerance regarding beliefs and races, less social discrimination, and more laws on equality. To get ready for a multicultural society, there should be more active movements regarding inclusive marketing, education, philosophies, services, entertainment, communication, and others. Since there are multiethnic consumers, commerce and trade should adapt their management and products to this kind of diversity. More schools can also serve the public better by being familiarized with multinational philosophies. The government may effusively cater citizens through its intense advocacy and undertakings on more tolerant public amenities and health services. The same goes with the mass media by being more comprehensive of miscellaneous language and

characters in their programs. All in all, the acceptance of multiple cultures enables individuals to have endless possibilities in various fields.

Work's Cited

McIntosh, Peggy. "White Privilege: Unpacking the Invisible Knapsack." *Peace and Freedom*. August 1989. Web. 16 Nov. 2011.