

# Introduction to Race and Ethnicity

Design Concept – 1: Realistic/Photography

# Introduction to Race and Ethnicity

Welcome to this course that explores the differences between race and ethnicity.

This course contains sound.



You may wish to use headphones.

Select **Start** when you are ready to begin.

**Start**



Transcript

**This is Sabrina.**

How would you describe her ethnicity?

Link to play sample video:

<https://vimeo.com/user14228964/review/1006592164/3cd9b70e43>

Skip Video



1:32





Transcript

**Black?**

Black?

Skip Video



1:32



Transcript

< **Race.**

Black describes Sabrina's race.

Skip Video



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[Transcript](#)

## Physical appearance

Race is described by physical appearance, attributes like colour of skin and texture of hair.

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1:32





Transcript

< Irish ethnicity. >

Sabrina's ethnicity is Irish. She was born in County Cork.

Skip Video



[Transcript](#)

## Heritage

Ethnicity refers to cultural identification based on heritage, ancestry and culture.

[Skip Video](#)



Transcript



## Ancestry

Ethnicity refers to cultural identification based on heritage, ancestry and culture.

Skip Video



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Transcript

## Culture

Ethnicity refers to cultural identification based on heritage, ancestry and culture.

Skip Video





Transcript

## Race and Ethnicity: Social Constructs

Race and ethnicity are both social constructs used to categorise sections of the population.

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Transcript

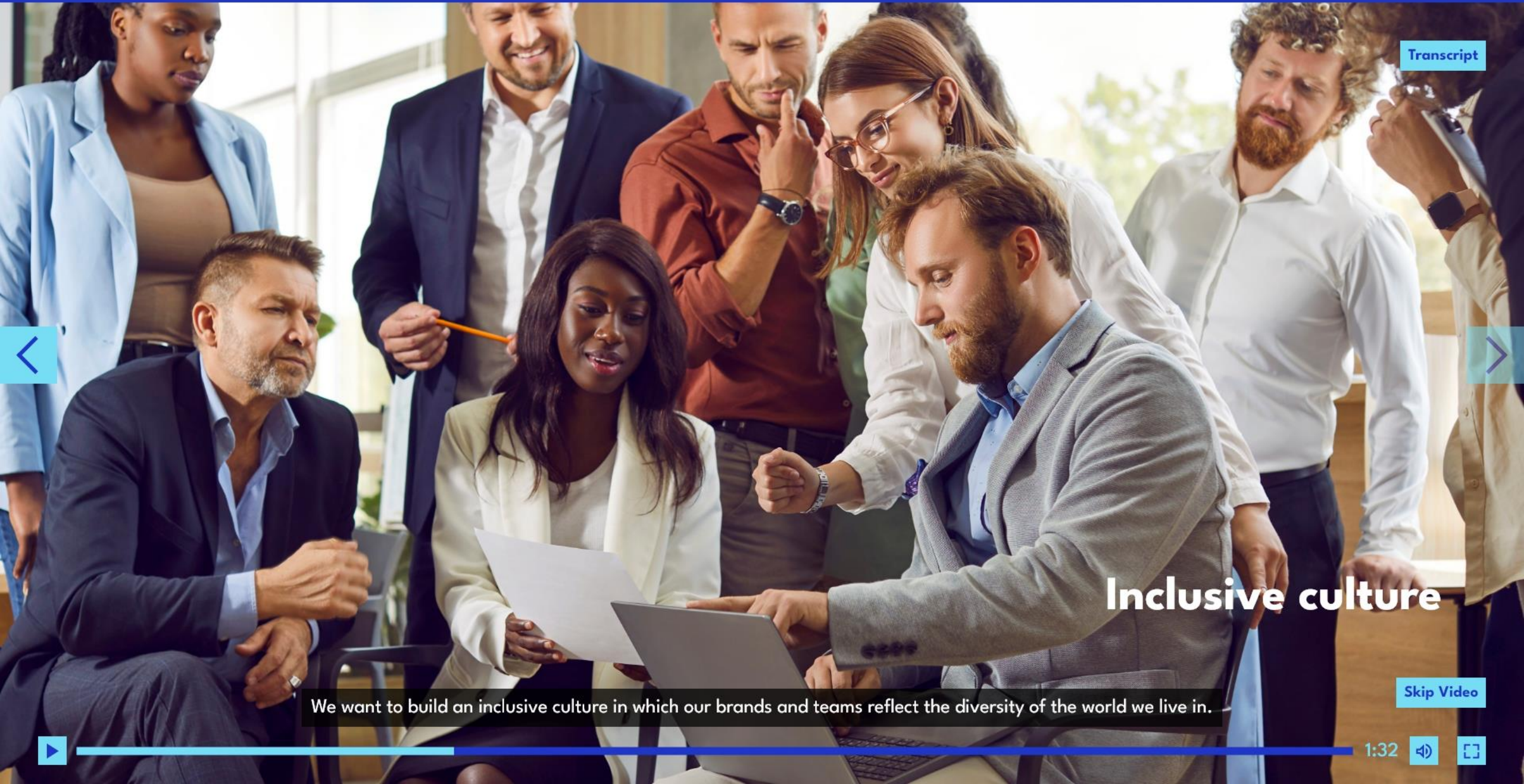
Unilever

The distinctions between race and ethnicity matter to Unilever.

Skip Video

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Transcript

## Inclusive culture

We want to build an inclusive culture in which our brands and teams reflect the diversity of the world we live in.

Skip Video



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Transcript



Unilever

## Manage global talent



We want to consider the nuances of managing global talent.

Skip Video



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## Gary

Gary is a new work colleague. You take him for a coffee to get to know him better. You know he's from Asia and tell him that you're pleased to have someone with an Asian ethnic background on board.

Select > to proceed.





## Question: Personal Information

During an earlier team meeting Gary had mentioned that he had an Asian background. But does that mean he definitely describes himself as having an “Asian background”?

Select the correct option, then select **Confirm**.

Yes

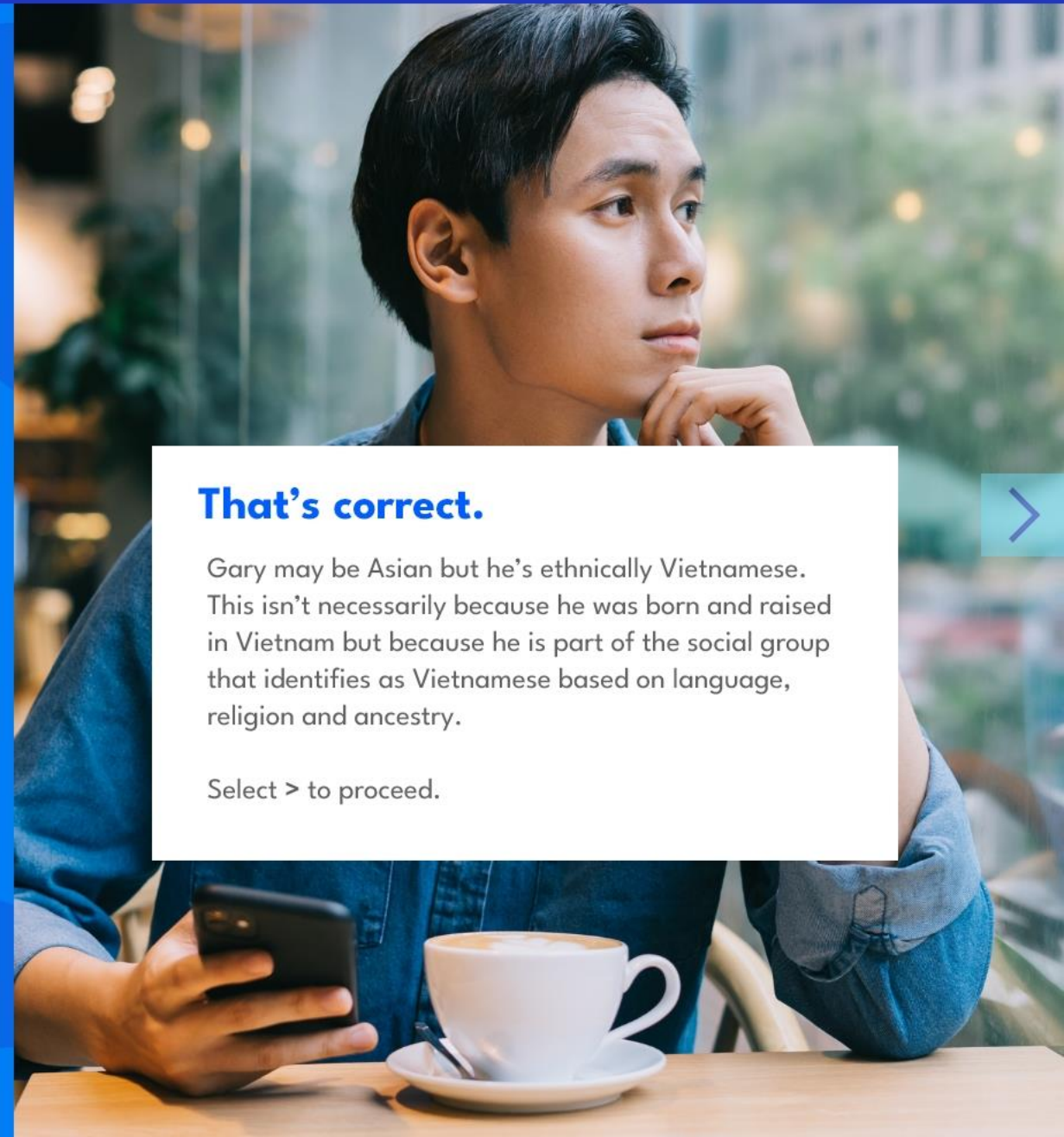
No



### That's correct.

Gary may be Asian but he's ethnically Vietnamese. This isn't necessarily because he was born and raised in Vietnam but because he is part of the social group that identifies as Vietnamese based on language, religion and ancestry.

Select > to proceed.





## Summary

Ethnicity is different from country of origin as many countries have more than just one ethnic group. China, for example, has 56 recognised ethnic groups, including the Mongols.

Select > to Exit this demo.

