

Introduction to Race and Ethnicity

Design Concept – 2: Illustrative Style

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



Duncan

This is Duncan. How would you describe his ethnicity?

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

- ☐ a. Black
- ☐ b. White
- ☐ c. Mixed race
- ☐ d. None of the above

Confirm



Duncan

This is Duncan. How would you describe his ethnicity?

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

☐ a. Black ✗

☐ b. White ✗

☐ c. Mixed race ✗

☒ d. None of the above ✓

Confirm



That's correct.

Options a, b and c are racial descriptors. Black describes Duncan's race. But his ethnicity is Irish. Ethnicity is different from race.

Select > to proceed.

[Transcript](#)

Race and Ethnicity: What's the Difference?



Link to play sample video:

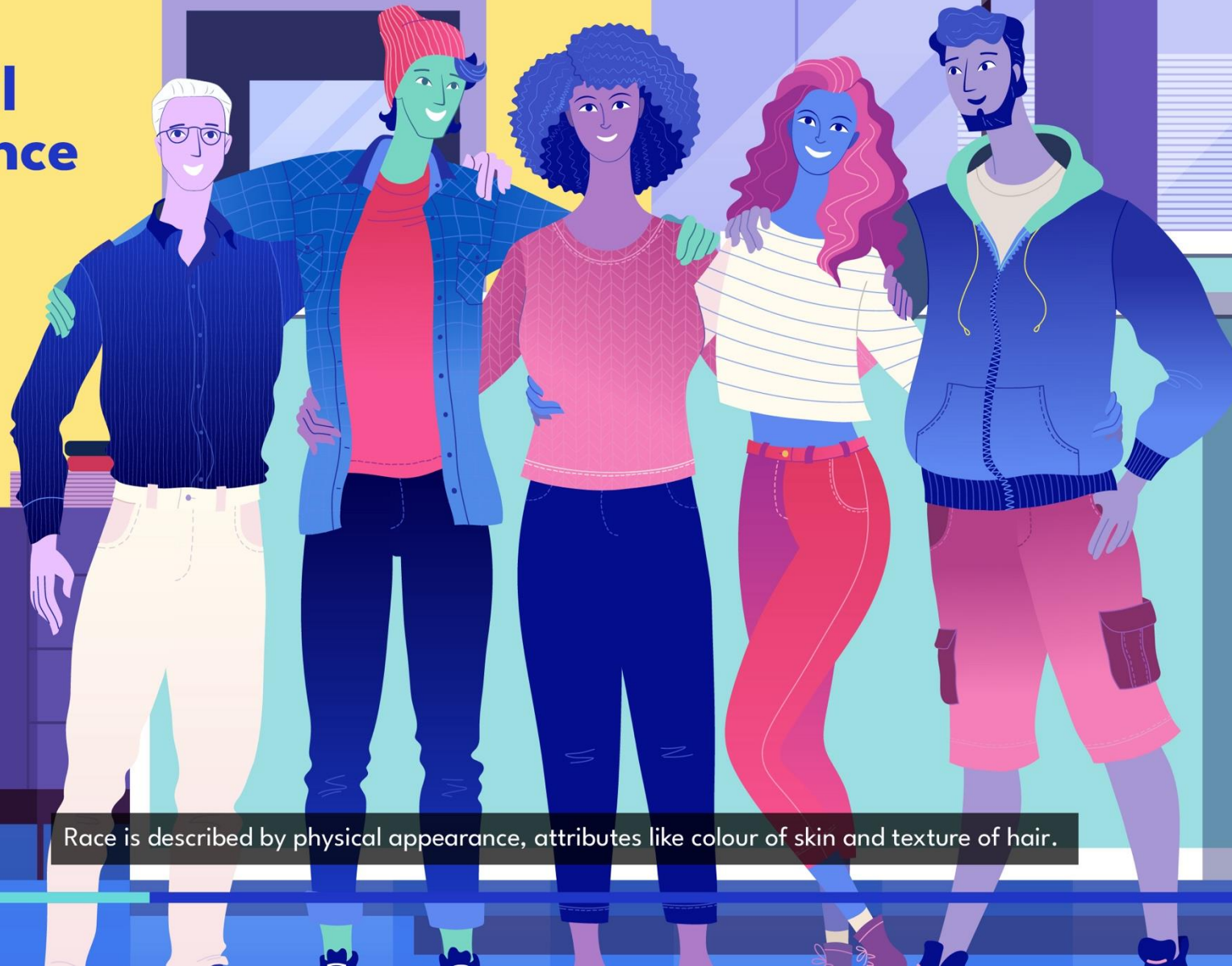
<https://vimeo.com/user14228964/review/1007302291/a0cbe292d6>

[Skip Video](#)

1:32



Physical appearance



Transcript

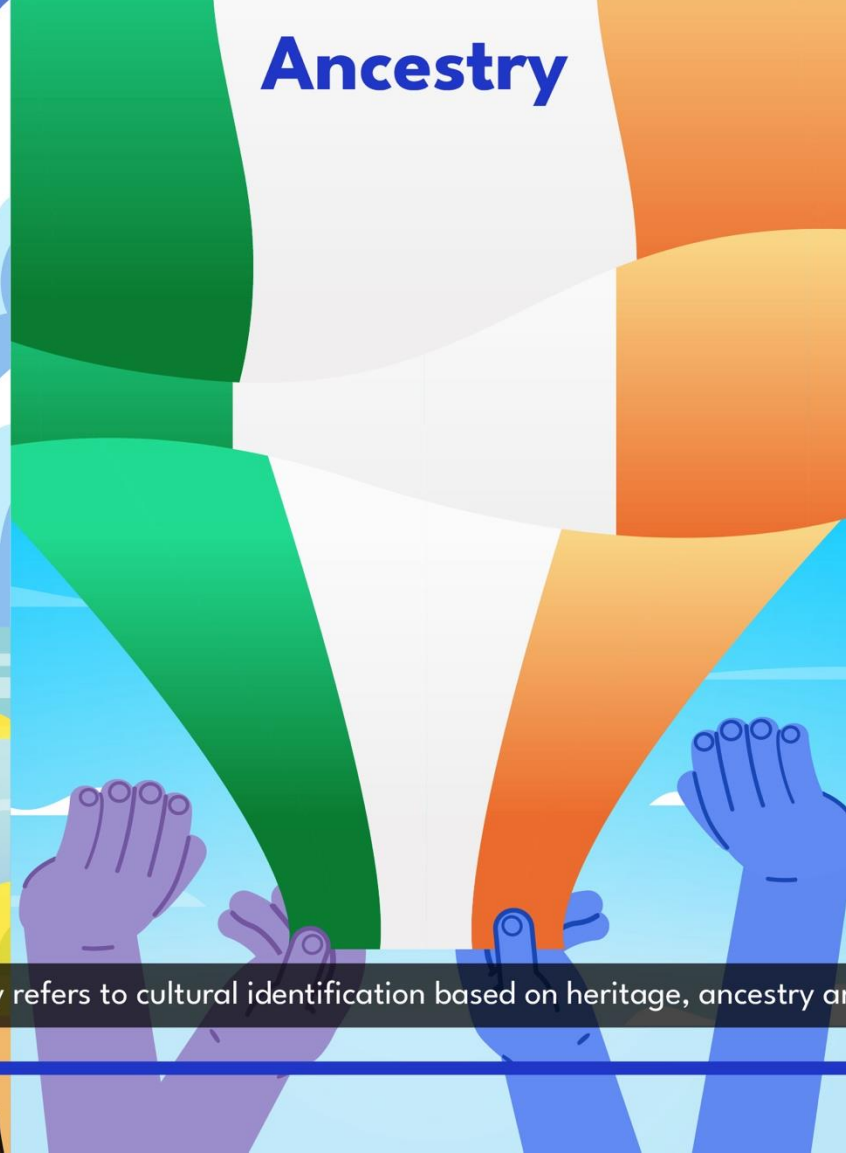
Race is described by physical appearance, attributes like colour of skin and texture of hair.

Skip Video

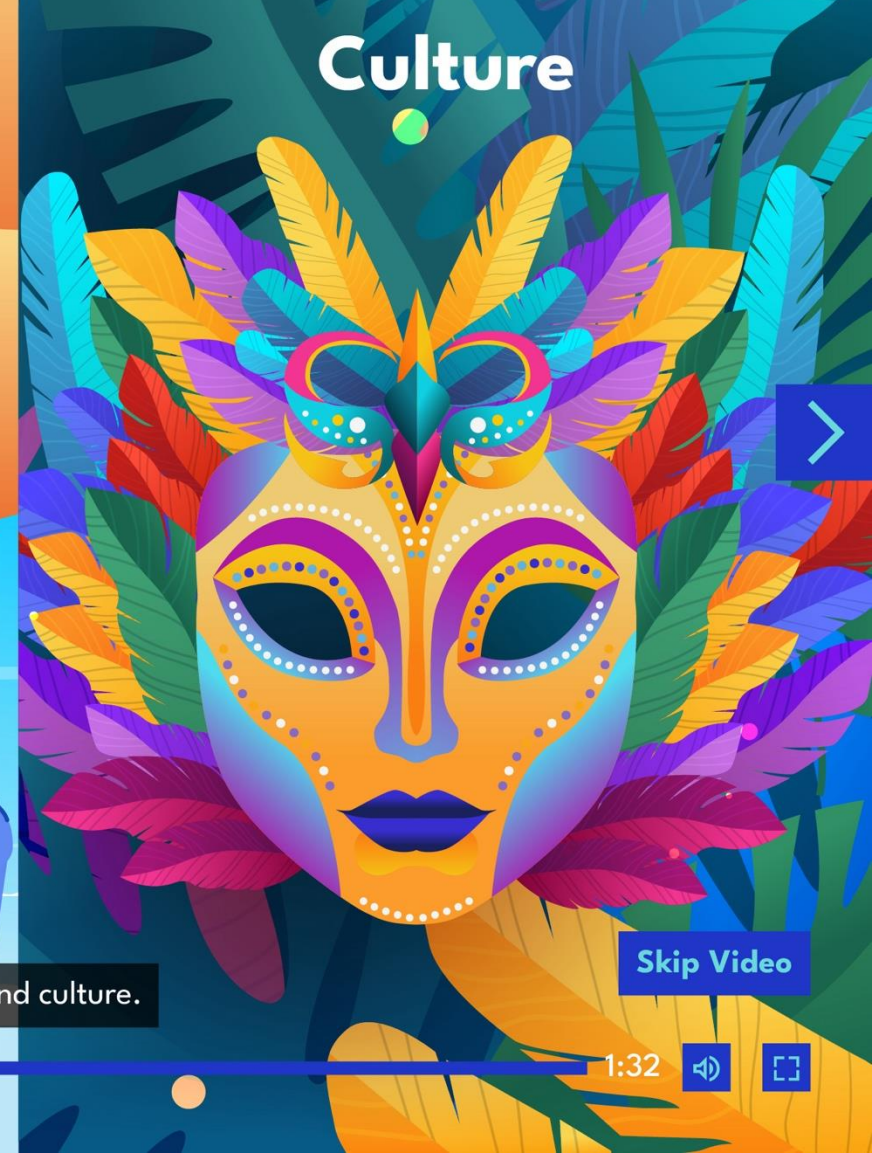
Heritage



Ancestry



Culture



Transcript

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

Skip Video

1:32

🔊 🖥



Skip Video

Transcript

Race and Ethnicity: Social Constructs



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

Skip Video



1:3



Transcript

Unilever



The distinctions between race and ethnicity matter to Unilever.

Skip Video



1:32



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

1:32

🔊 🖥

Transcript



Unilever

Manage global talent



We want to consider the nuances of managing global talent.

Skip Video



1:02

Jacqui

Jacqui is a new work colleague. You take her for a coffee to get to know her better. You know that she was born and bred in Britain and still lives in London.

Select ➤ to proceed.



Question: Personal Information

During an earlier team meeting, Jacqui mentioned that she prides herself on her Afro-Caribbean heritage. Is this likely to mean that she would describe herself as “ethnically Afro-Caribbean”?

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

✓ **Yes** ☒ **No**

That's correct.

Jacqui's race is determined by her physical appearance. But as you get talking to her, you discover that she identifies as Black British, an ethnic group that refers to people in Britain who are of African or Afro-Caribbean descent.

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.

