*In Chapter 12 of your textbook, race and ethnicity are presented in detail. When looked at from a sociological perspective, the concepts of race and ethnicity and the consequences of these terms are far more complex than common usage and everyday understanding.*

*In your discussion posting, first:*

*1) Discuss from a sociological perspective the difference between race and ethnicity, along with the terms prejudice, racism and scapegoat. Explain how your racial or ethnic identity has played a significant (positive or negative) role in your life?*

*2) Racial and ethnic stereotypes are everywhere in the mass media (social media, television ads, magazines etc). Surveying some of these mediums, identify racial or ethnic stereotypes in the media. Who were the targets?*