

SOC 105
Graded Essay Brief 4

Our society would not be what it is today without our collective consciousness to guide us in our everyday thoughts and social interactions. Fligstein and MacAdams introduce the collective consciousness and describe how it gave us the necessary ability to connect with each other and form our society. But, there are consequences that have come with its creation. Omi and Winant explore one of these consequences as being the formation of a destructive system of racial ideologies due to the lack of black voices within the global collective consciousness.

Fligstein and MacAdams argue that the collective consciousness would have never been created without the development of language and writing systems to unite people in their thoughts and opinions. They state that through language, people were able to think and coordinate their actions collaboratively, leading to the formation of societies as we know them today. As European society began to expand into the New World, they were surprised to find that other people did not share a unified language or writing system like they had built. Notably Europeans were shocked by black people that came to the New World, as they spoke different languages and did not know how to read or write. Omi and Winant argue that this led to the formation of racial ideologies within the colonizer's collective consciousness that the black race was less than human, and that the white race was dominant over the "uncivilized" black race. This objectification of black people has become deeply ingrained into the collective consciousness, and it is perpetuated today through racial etiquette and stereotypes in the current collective consciousness. Because of the racial ideologies and systems that were stemmed through the collective consciousness, black people are seen as a minority, and lack the representation in the collective consciousness that they deserve as members of our society.

night, but because of very recent events we do have the ability to hope that eventually these ideologies will die. The resurgence of the Black Lives Matter movement in 2020 shows us that the call for change is real and louder than ever. But this movement also shows us how important collaboration among all of us is, regardless of whether we are black or not. Racism affects all of us, and without all of us standing up for change, we will never be able to transform the global collective consciousness for the better.