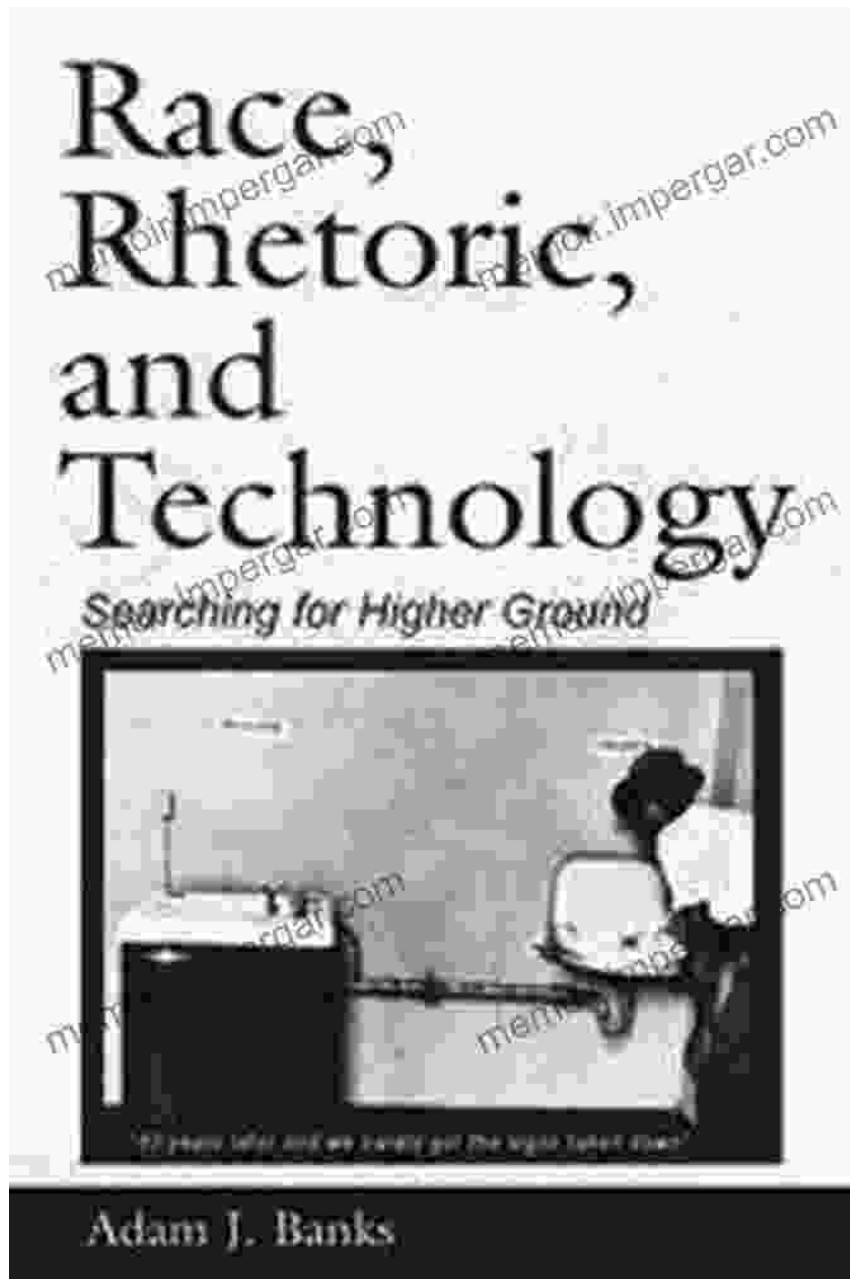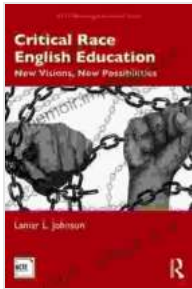# Race, Rhetoric, and Technology: Exploring the Intersections of Digital Media and Social Justice

In the rapidly evolving digital landscape, race remains a persistent and complex issue. From the algorithmic bias of facial recognition software to

the weaponization of social media for hate speech, technology is inextricably linked to the ways in which we both experience and perpetuate racial inequality. The book **Race, Rhetoric, and Technology** delves into this intricate relationship, offering a nuanced and comprehensive analysis of the intersection between digital media and social justice.

Race, Rhetoric, and Technology: Searching for Higher Ground (NCTE-Routledge Research Series) by Adam J. Banks

★★★★☆ 4.6 out of 5

Language	: English
File size	: 526 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 188 pages

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Unveiling the Racialized Landscape of Technology

The book begins by exposing the inherent racial biases embedded within many technological systems. It examines how facial recognition algorithms, for example, are often less accurate in identifying people of color, perpetuating systemic racism in surveillance and law enforcement. The authors also explore the ways in which artificial intelligence (AI) and machine learning technologies can be weaponized to reinforce existing social hierarchies based on race.

Digital Rhetoric and the Power of Resistance

Despite these challenges, the book highlights the transformative potential of digital media as a tool for resistance and social change. It examines the role of digital rhetoric in empowering marginalized communities to challenge racial stereotypes and create new narratives of representation. Through case studies and analysis of social media campaigns, the authors demonstrate how online activism and digital storytelling can disrupt dominant discourses and ignite social movements for racial justice.
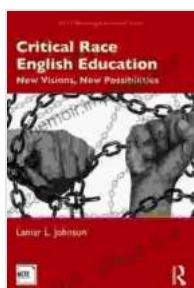
Critical Perspectives on Race and Digital Media

The book also provides critical perspectives on the relationship between race and digital media. It interrogates the ways in which digital technologies can perpetuate racial oppression and surveillance, while also recognizing the potential for digital inclusion and empowerment. The authors draw upon a range of theoretical frameworks, including critical race theory, cultural studies, and media studies, to offer a multifaceted understanding of this complex subject.

Practical Strategies for Racial Justice in the Digital Age

Beyond theoretical analysis, the book offers practical strategies for promoting racial justice in the digital age. It provides guidance for policymakers, technology designers, and educators on how to create more inclusive and equitable technological systems. The authors emphasize the importance of ethical design, algorithmic fairness, and data privacy as essential considerations for fostering a just and equitable digital society.

Race, Rhetoric, and Technology is an indispensable resource for anyone seeking to understand the complex relationship between digital media and social justice. Through its thorough analysis of the racialized landscape of technology, its exploration of digital rhetoric as a tool for resistance, its

critical perspectives on the role of digital media in perpetuating and challenging racial inequality, and its practical strategies for promoting racial justice in the digital age, this book empowers readers to engage with this critical issue in informed and meaningful ways. Whether you are a scholar, an activist, a policymaker, or simply concerned about the future of race and technology, this book provides essential insights and tools for navigating the challenges and opportunities of the digital landscape.

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