



Race Code War: The Power of Words, Images, and Symbols on the Black Psyche

Khari Enaharo

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There are more than 200 negative words associated with the word black and more than 100 positive meanings or synonyms attributed to the word white. This analysis of semantics and semiotics illustrates how words are not racially neutral and can convey negative values within the African American community or any community of color. Also examined are the impact of images, from paintings of Jesus to images of Santa Claus, and how they have shaped the way blacks are viewed and how they view themselves. This is not a book on political correctness, but rather a guide to becoming more aware of and sensitive to the impact that words and images can have on the psyche.

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