

MAJOR PAPER
PPAS 4052.30 Race Ethnicity and Social Policy
DUE DATE: MARCH 26, 2019

WRITE A CASE STUDY ON ONE OF THE FOLLOWING RESEARCH QUESTIONS:

CASE STUDY# 1: THE IMPACT OF RACIAL PROFILING IN LAW ENFORCEMENT.

RACIAL PROFILING IN A POLICE-CITIZEN CONTEXT IS OFTEN DEFINED AS THE USE OF PHYSICAL APPEARANCE OR SKIN COLOUR AS A PROXY FOR LEGAL WRONGDOING. IN WHAT WAYS IS IT POSSIBLE AND/OR DESIRABLE TO “DE-RACE” LAW ENFORCEMENT?

CASE STUDY# 2: THE IMPACT OF RACIAL PROFILING ON THE ABORIGINAL COMMUNITY.

FOR ABORIGINAL COMMUNITIES THE EXPERIENCE OF RACIAL PROFILING HAS MANY SIGNIFICANT DIFFERENCES FROM OTHER RACIALIZED COMMUNITIES. IN WHAT WAYS IS THE ABORIGINAL EXPERIENCE UNIQUE?

CASE STUDY# 3: THE IMPACT OF RACIAL PROFILING ON CANADIAN ADVERTISING AND/OR THE CONSUMER GOODS SECTOR

THE TOPIC OF DIVERSITY IN CANADIAN ADVERTISING HAS BEEN A HOT ONE FOR MANY YEARS, WHETHER YOU’RE TALKING ABOUT THE CREATIVE WORKFORCE OR THE WORK ITSELF. HOW DOES ADVERTISING IN THIS COUNTRY PROFILE AND PORTRAY DIFFERENT RACIAL GROUPS?

RECENT RESEARCH HAS SOUGHT TO INCREASE THE VISIBILITY OF RACIAL PROFILING IN THE RETAIL SECTOR. HOW DOES THE PRACTICE OF TARGETING A CONSUMER FOR DISCRIMINATORY TREATMENT ON THE BASES OF PERCEIVED IDENTITY IMPACT RACIAL GROUPS?

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- (1) THIS IS AN EXERCISE IN 'INSTRUMENTAL' CASE STUDY ANALYSIS, SEEKING TO FIND A DEEPER UNDERSTANDING INTO THE QUESTION POSED.
 - (2) IT SHOULD BE STRUCTURE USING THE SEVEN STEP PROTOCOLS (PLEASE REFER TO THE FILE "*HOW TO DO A CASE STUDY*").
 - (2) IT SHOULD BE TYPED AND DOUBLE-SPACED IN THE "APA" FORMAT (PLEASE REFER TO FILE "*MAJOR ESSAY FORMATTING REQUIRMENTS*").
 - (3) CASE STUDY LENGTH: 8 TO 10 PAGES
 - (4) TEN ACADEMIC/ EXTERNAL SOURCES (MINIMUM)
 - (5) THE PAPER MUST BE ON WHITE PAPER AND STAPLED IN THE UPPER LEFT-HAND CORNER. (NO BINDERS PLEASE).
 - (6) MAKE SURE TO HAVE A SECOND PRINT OF YOUR CASE STUDY (NOT ON THE DISKETTE) FOR YOUR OWN FILES BEFORE SUBMITTING.
 - (7) THE PAPER MUST BE ACCOMPANIED BY A COVER PAGE CONTAINING THE FOLLOWING:

- . **STUDENT NAME AND CLASS**
- . **CASE STUDY TITLE**
- . **DUE DATE**
- . **NAME OF PROFESSOR**
- . **NAME OF COURSE**

NOTE ON PLAGIARISM: PLAGIARISM REFERS TO USE OF IDEAS, WORDS, SENTENCES, DATA, ARGUMENTS, CALCULATIONS OR OTHER WORK DONE BY SOMEBODY ELSE WITHOUT ACKNOWLEDGMENT. PLAGIARISM IS CONSIDERED AS AN EXTREMELY SERIOUS ACADEMIC OFFENSE AND CARRIES PENALTIES. YOU SHOULD PAY PARTICULAR

ATTENTION TO PROPER CITATION AND QUOTATION RULES IN YOUR ESSAY. YORK UNIVERSITY USES SOFTWARE THAT CAN CHECK FOR PLAGIARISM. STUDENTS MAY BE REQUIRED TO SUBMIT THEIR WRITTEN WORK IN ELECTRONIC FORM AND HAVE IT CHECKED FOR PLAGIARISM.

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