Evaluating the Message
Stephen Colbert's – The Word

Directions: *If* Stephen Colbert's show intended to highlight white privilege issues named below, how effective do you think the clip is (on a scale of 1-5, where 1 is the best) in achieving that goal? What makes it work or not?

Neutral Man's Burden	
Being white is normal or neutral	Highly Effective 1 2 3 4 5 Not at all Why? What makes it work or not?
White people often assume that people of color have a "chip" on their shoulder	Highly Effective 1 2 3 4 5 Not at all Why? What makes it work or not?
White people in power positions claim innocence and neutrality	Highly Effective 1 2 3 4 5 Not at all Why? What makes it work or not?

The Great White Wail	
White people in powerful positions use those positions to wield influence in ways that may be unjust	Highly Effective 1 2 3 4 5 Not at all Why? What makes it work or not?
The idea of "whiteness" has been shaped to be considered "innocent", "moral", and "good".	Highly Effective 1 2 3 4 5 Not at all Why? What makes it work or not?
White people often have expectations of ownership, benefits, and deservedness	Highly Effective 1 2 3 4 5 Not at all Why? What makes it work or not?