

गौतमी शाह

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**Colorism:** *where the lighter shade of a given skin tone/color is preferred*

An example of how the topic of *colorism* was introduced and woven into lesson plans of the second semester of a first year Hindi class at UT-Austin.

All materials and assignments were in Hindi. Vocabulary lists were provided for all materials. Grammar was introduced as needed.

**January:** Scaffolding

1. **In class:** Read a short piece **on Martin Luther King Jr**, followed by **class discussing MLK and his ideas/contributions**.
2. **In class:** Read portions of a **news article on the Jan 6th, 2021 riots in DC and attack on the Capitol**. Started a **general discussion on Racism - wove in current events related to racism**
3. **Journal Entry:** Please **share your thoughts on the Black Lives Matter protest in the 2020, the January 2021 riots at the DC Capitol and how all of this affected you, if at all**.

**February:**

1. **Homework:** Preview the "**sales seminar scene**" from the 2019 Hindi film *Bala* and **write down 4 Hindi phrases/sentences and 20 Hindi words you heard**.
2. Read **transcript of sales seminar scene + familiarize yourself with the vocabulary**
3. **In class** (over the course of the week)
  - (i) Read **transcript of sales seminar scene & go over glossary**
  - (ii) Begin **discussion of colorism**
  - (iii) Go over the **transcripts of the 5 viviah film clips**, then view the clips.
  - (iv) Watch the 2 "**Fair & Lovely**" ads, and ask the students to recap what they saw/heard
  - (v) Read the **transcripts for the two "Fair & Lovely" ads**, go over the glossaries of both and then watch the ads again
  - (vi) Watch **the 3 Hindi song clips** and ask students **to identify words related to colorism** - followed by reading the transcripts of the song clips. Discuss occurrence of *colorism* in Hindi film songs.
  - (vii) Read select portions only of the article **दूर आए दुरुस्त आए**.

4. Journal entry 4: Instructions were, 'Please share your thoughts on गौरापन (fairness) and "colorism" in India and/or the South Asian diaspora, or if you rather, in any given society or societies in general. "Your thoughts" is what is important. Also, share why you think/feel the way you do. If stuck, read the text done in class on Thursday and checkout these "prompts" for journal entry 4. You do not have to answer questions raised in the "prompt" - they are only prompts to get you thinking. Feel free to do more research on the topic and educate yourself.

Please DO NOT use google translate. It is pretty bad! Besides, I want your Hindi, not google-aunty's Hindi. Do not use any translation app or software.

And again, rest assured I know we are in first year Hindi, but we can express a lot in simple Hindi.

Prompts for Journal entry 4 in Hindi (Many of the formulations below are simplified to be accessible to first year Hindi students. Also translations in English are given only for purposes of this example - students not given the translation):

गौरापन (fairness):

- गौरापन का मतलब क्या है? [what does 'fairness' mean?]
- हमारे समाज में, भारतीय समाज में, दुनिया में, गौरापन का क्या महत्व है? क्यों? [what is the importance of 'fairness' in our society, in Indian society, in the world].
- क्या, गौरापन पर महत्व देना रेसिस्ट है ? या ऐसी भावना रेसिस्ट नहीं है? [Can we label giving importance to fairness as 'racist'? Or is such a sentiment not 'racist'?].
- इस तरह की सोच में हिंदी फ़िल्म इंडस्ट्री और हिंदी फ़िल्मी गीतों का क्या हाथ है? [What is the role of the Hindi film industry and Hindi film songs in encouraging or alleviating such a way of thinking (such sentiments)?].
- गौरापन की क्रीम, स्किन लाइटनिंग प्रोडक्ट्स के बारे में आप क्या सोचते हैं? [What are your thoughts on skin lightening creams?].
- आप के ख़्याल में समाज पर फ़ेयर & लवली जैसे विज्ञापन और प्रोडक्ट्स का क्या असर होता है? [what is the effect of skin lightening cream advertisements and their products on society].
- बच्चे और जवान लोगों पर फ़ेयर & लवली जैसे विज्ञापन और प्रोडक्ट्स का क्या असर होता है? [what is the effect of skin lightening cream ads and products on children, youth and young adults].
- आप की ज़िंदगी में आप ने गौरापन का रंग-भेद महसूस किया (या देखा) है ? (here देखना is being used as "to witness"? ) [Have you ever experienced (or witnessed) discrimination based on the fairness/ tone of skin-color?].

5. General in class discussion on गौरापन (fairness), colorism and racism.