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Social Cognition, Language, and the Non-conscious Expression of Racial Ideology

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ENHANCED ABSTRACT

Derived from a set of qualitative methodological procedures of analysis and validation of verbal reports, findings from both small group laboratory sessions and naturalistic observation settings are presented illustrating non-conscious expressions of racial ideology. Literal verbal productions are shown to yield "metaphorical" or subliteral references to racial concerns and stereotypes. The findings are discussed in terms of psychological and sociocultural levels of conditioning, prejudicial intent, the perception of "difference," and the cognitive structure of prejudice. [In this article, it is pointed out that "listening to apparent casual verbal reports in a systematic and linguistically informed manner continues to reveal both personally current and psychosocially *vestigial* remains of racial conditioning" p.75. **Recent experimental research** using a priming methodology suggest that there are controlled activation of racial material (equivalent to "personally current" and automatic activation of racial stereotypes (equivalent to "*vestigial* remains of racial conditioning .")]