**Introduction**

In our modern world, many think racists and bigots are few and far between. After all, we have come so far since the days of slavery, or the days when women could own land or vote. However, prejudice is alive and well in all of us. The societies in which we live help shape how we feel about other groups of people. Societal prejudice is spread through the media, through cultural activities, and through elected political leaders**.**

**Conclusion**

Although prejudice is not as widespread as it once was, it is still a major issue today**.**  Every day, citizens in communities are exposed to media, movies and books, and political leaders who spread their ideas of what society should be. Their influence is so great, that many cannot see the prejudice that looms beneath the surface. Their messages can be so convincing, that even the most civilized of societies can allow horrible atrocities to happen to the targets of their prejudice. The only way to truly end prejudice is to continue educating people on its destructive power.