

Stereotypes in Adv.

- standardized mental picture of a group
 - a set generalized beliefs about the personal attributes of members of a particular group
 - essence: the perception that members of the group are generic exemplar of a type than a unique individual

"for the most part we don't first see, and then we define, we define first and then see"

--Walter Lippmann (Public Opinion)

- Characteristics of Stereotypes
 - **Efficient** generalizations to organize information cognitively
 - **Valence**: positive or negative significance attached
 - **Potentially dangerous**: oversimplify & distort in a negative way
- Stereotypes in Ads- *Why so many?*
 - Efficiency
 - give consumers a quick understating of the product/message
 - a code to help us understand quickly
 - prime similarity
 - quick, common understanding of a person or group
- Unintended Effects
 - short-changing way to look at the world
 - perpetuate prejudice and power discrepancies
 - stereotypes
- Clarks Four Stages
 - Nonrecognition
 - excluded from advertising
 - doesn't exist
 - Ridicule
 - dominant group belittles
 - incompetent, unintelligent
 - buffoons

- Regulation
 - begin to appear more frequently and with less negativity
 - narrow range of roles
- Respect
- Trends over time
 - 1965-1970: a lot of research
 - # of ethnic minorities in magazine ads doubled
 - 1980-1998: less research
 - late 1990s: researchers began to look at Hispanics & Asian Americans in adv.
- African Americans represented?
 - 1940s-mid 1960s
 - 3% of characters in mag ads
 - mostly entertainers, athletes
 - 1965-1969
 - 5% of characters in magazine ads
 - tokenism
 - 1980
 - whites: visible 97% of tv ad time
 - African Americans: 8.5%
- Change?
 - partially grew out of the civil rights movement of the 1960s
 - profit motives & brand loyalty
 - shift away from mass audience
- Frequency vary across groups?
 - 1990s
 - African- 22%
 - Asian- 4.2%
 - Hispanic- 4%
 - Caucasians- 83%
 - most likely to be main character

Are minority models shown more often in ads that target minority consumers?

- yes- each minority had highest representations in ads in magazines popular with its group
 - highest- African Americans
 - lowest- Asian Americans
- Types of products advertised with minorities
 - African Americans
 - health/beauty
 - liquor/wine/beer
 - food/beverages
 - financial products/cars
 - Asian Americans
 - technology
 - cosmetics
 - Hispanics
 - telecommunication
 - banking/finance
- Women & the dominant beauty standard
 - black women in ads are those whose appearances conform to traditional Eurocentric ideals
 - eg. fair complexion, straight hair

CONTENT ANALYSIS

- Purpose: examine the proportion of various racial groups in TV ads (2003)
- See notes for graph

How are Hispanics represented?