

Race And Media

Functions Of Mass Media

White Aesthetics

Racist Aesthetic

Racist Nostalgia

Animating Differences

Race Transformations

Tokenism



The Functions Of Mass Media

Agent Of Socialization

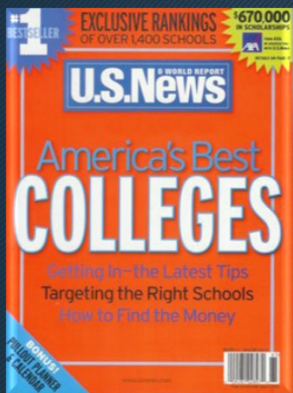
Enforcer of Social Norms

Conferral of Status

Promotion of Consumption

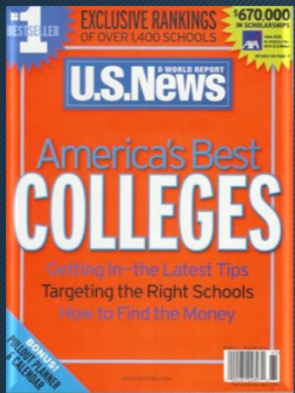
“Narcotizing Dysfunction”

Providing so much coverage that we become numb and fail to act on the information



Gatekeeping

The media decides what is transmitted and much of what it transmits is the dominant ideology.



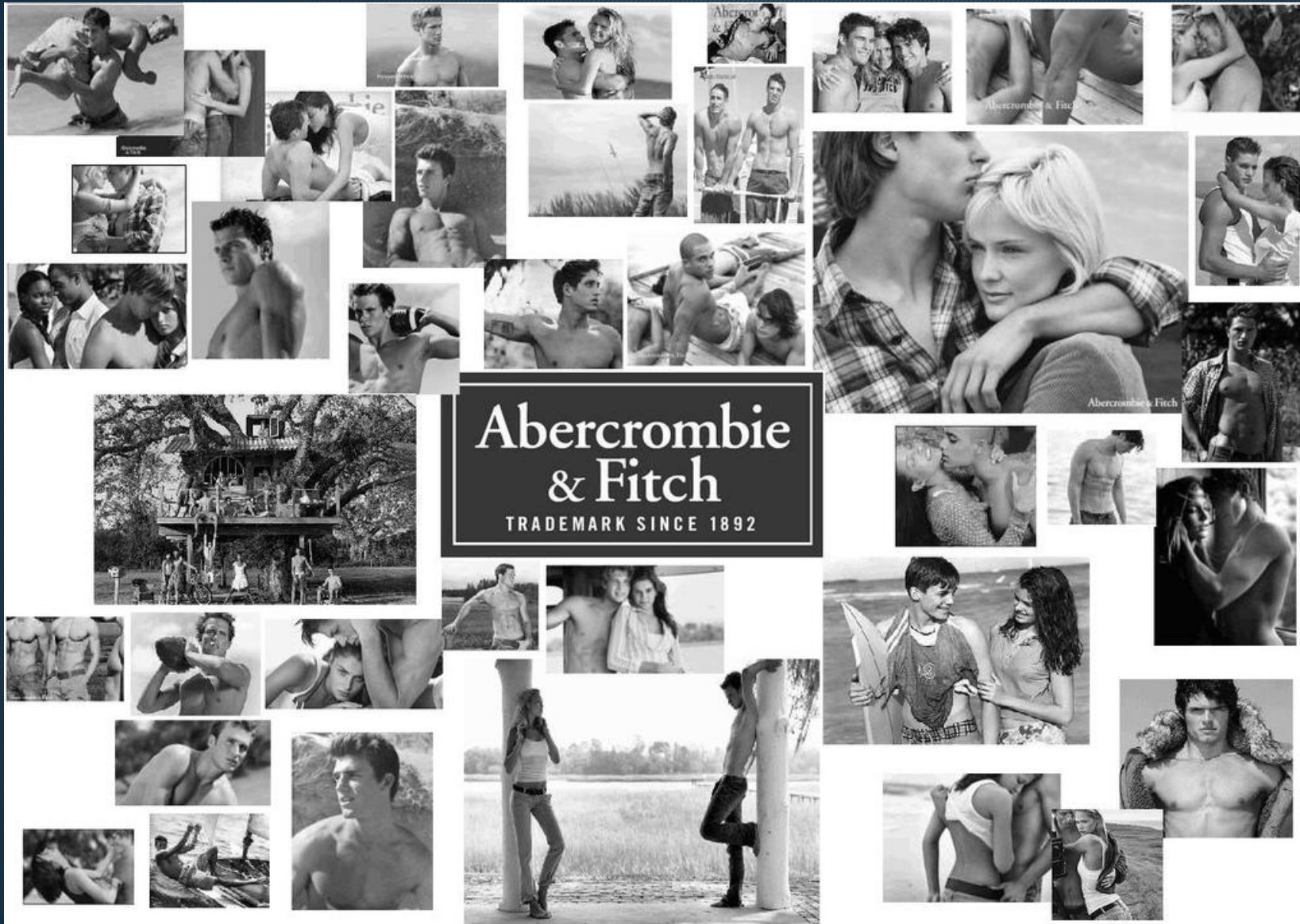
DO WE SEE THE REAL WORLD OR THE ELITE'S VERSION OF THE REAL WORLD?

A “White Aesthetic”?

Gonzalez v. A&F

In 2005, A&F was sued and forced to pay \$40 million to the Black, Asian, and Hispanic plaintiffs.

They were sued for hiring discrimination as well as “placement” of hired workers.



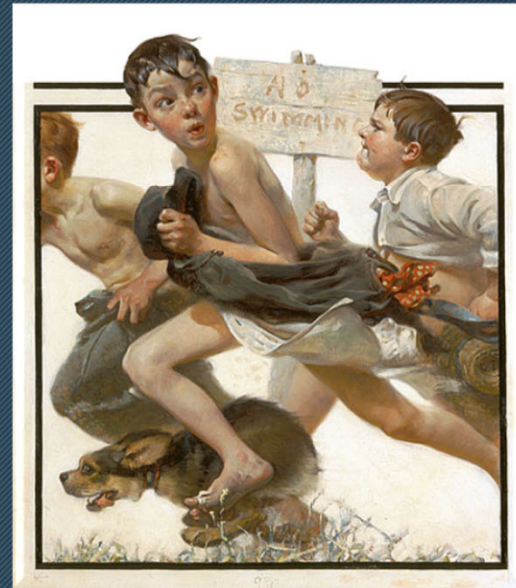
White Aesthetic: Where “Whiteness” is treated as an unexamined artistic default category. It represents “universal” lived experiences.

A “White Aesthetic”?



*Norman
Rockwell*

*White
Aesthete
?*

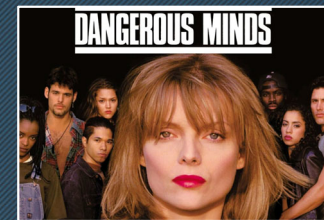
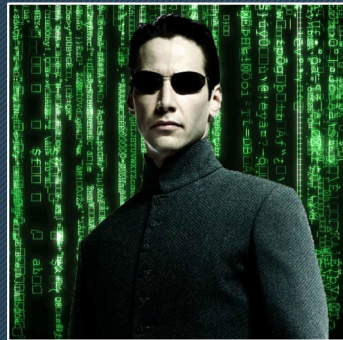


White Aesthetic: Where “Whiteness” is treated as an unexamined artistic default category. It represents “universal” lived experiences.

A “Racist Aesthetic”?



Is The Magical Negro Trope Racist?



What About The White Savior Trope?

“Neo is entering . . . the multicultural landscapes outside computer-simulated reality and must begin, through his grace, to save non-White people from an impending disaster.”
(Hughey, 2014)

“Dune’s Paul Atreides is the ultimate mighty whitey.”
(Noah Berlatsky 2019)



Does The
Popularity Of
Shows Set In
Earlier
Periods Or
Exclusively
White
Locations
Represent
“A Yearning
Among
Whites For A
Time When
Their
Dominion
Over Non
Whites Was
Surer”

(Desmond &
Emirbayer 2010:362)

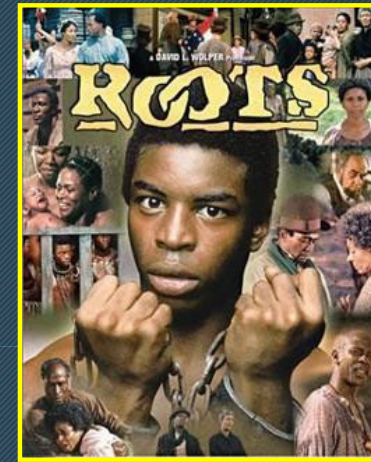
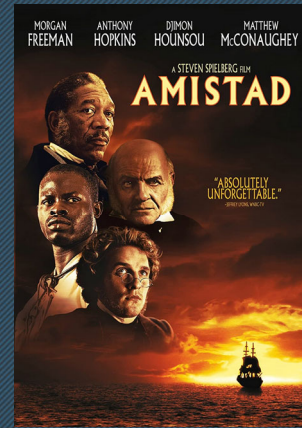
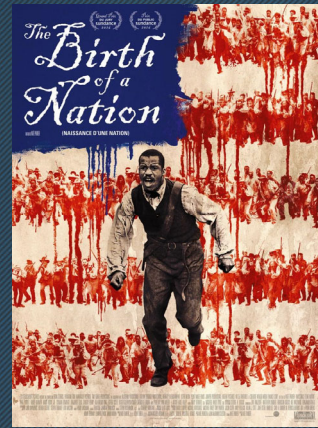
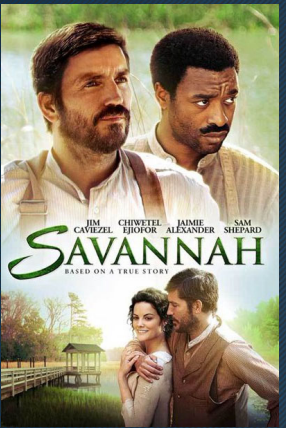
“Racist Nostalgia”?

Racial
Anachronism



“Roots was a very middle-class version of slavery. Sanitized and homogenized for mass consumption, slavery was no longer America’s original sin—it was just another immigrant story.”

Dr. Dexter Gabriel
University of CT

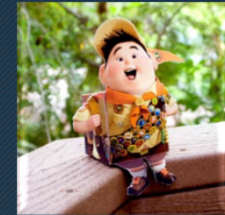
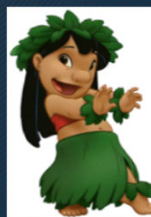
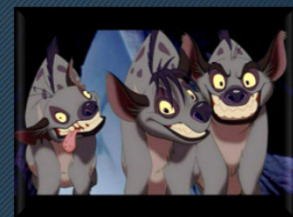
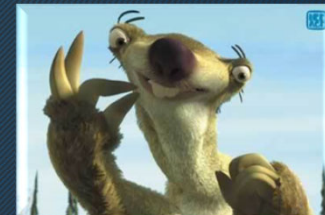
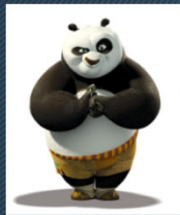


“Racist Nostalgia”?

Animating Differences

“While racial stereotypes may not be as obvious as they may have been in films of decades past, they often continue to convey troubling messages and stereotypes in subtle and surprising ways.”

(King, Lugo-Lugo, and Bloodsworth-Lugo, 2010)





Race Transformations

Tokenism?

Is Tokenism
Better Than
Separatism?



What were your three favorite tv shows when you were ten years old?

What would a sociologist of race/ethnicity say about the lessons media gatekeepers were trying to teach you about racial/ethnic groups and racial/ethnic status structures? Who were the good and bad guys? Who were the smart and dumb ones? What race/ethnicity were most leads and protagonists? Did they have to use stereotypes to make certain races “visible”?

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