

Dimensions of Racism in Advertising

From Slavery to the Twenty-First Century

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WEITERE INFORMATIONEN UND BESTELLUNG

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Details

Advertising has had a racial dimension from slavery to the present. Contributors to this book explore the role of institutionalized racism and bigotry in multicultural marketing since its inception in the 1920s. Promoting ethnic diversity in the advertising industry is not just an important regulatory issue but essential for representation of ethnic images in marketing. Dimensions of Racism in Advertising will be useful for both research and teaching purposes. It can be used as a textbook in upper-level courses in African American studies, ethnic studies, advertising, mass media, public policy, sociology, and history. For policy makers, it will provide an alternative explanation for the stereotypical portrayal of Africans and African Americans in the United States and elsewhere. It will be similarly useful for nongovernmental organizations in fighting institutional racism and the marginalization of ethnic and racial groups in advertising and marketing.

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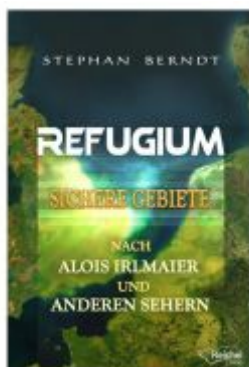
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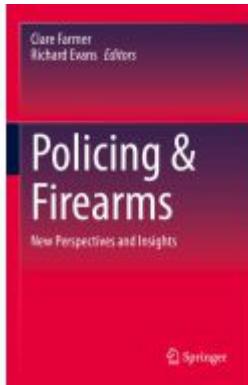
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