

IDEAS IN FORM

Minorities in the Media

OVERVIEW

Through 6 different aspects of media: fashion, film, tv, sports, music, and politics, we address the exploitation of minority culture in mainstream media.

10 MINUTE EXPERTS

Domains of Interests & Web Sources

1. Fashion:
 - a. "The Cut" article ("[What it's Like to Be Black in Fashion](#)") // gives direct insight on the black experience within the fashion world
 - b. [Marc Jacobs F/W 2016 Fashion Show](#) // reaffirms the love of black culture but lack of black representation in media
 - c. [White girls using chola style](#) // the love of minority subcultures but apprehension towards the people
2. Film:
 - a. "Variety" article about [2016 Oscar's strike](#) // how POC celebs respond to lack of recognition/representation
 - b. [Representation of Africa](#) in Black Panther // one dimensional perspective of Africa.
3. Sports:
 - a. [Nike & Colin Kaepernick ad](#) // the exploitation of big brands using the struggles of minorities as a commodity.
 - b. [NPR](#) Most athletes in major sports are minorities // being that most athletes in major leagues are POC, they are often expected to remain interested and involved in topics pertaining to politics and social justice.
4. TV:
 - a. [Cinematography in Insecure](#) // highlights that only lighting was focused solely on white actors/actresses throughout the decades of television
 - b. "The Guardian" article When minorities are featured, they depict popular [stereotypes](#) (typecasted) // how minorities are often typecast as a specific

archetype that forcibly categorizes and represents a whole race.

5. Music:

- a. Kendrick Lamar [Pulitzer Prize](#) Win // rappers typically aren't viewed from a political point of. Kendrick Lamar winning the Pulitzer prize shined a light on his album (which covers the black experience in America, what it's like growing up in a low income community, and the perception of black men in the media) and gave way for rappers to viewed as intellectual writers alongside being musicians.
- b. "HuffPost" article on [Appropriation of black culture in music](#) // How non-black celebs exploit black culture without crediting/properly doing so....example: Miley Cyrus in hip hop for a hot sec (twerking, donning cornrows & dreads...)
- c. [Appropriation of asian culture](#) in music // Chun-Li Nicki Minaj & Kendrick Lamar, Migos, SZA suddenly utilizing asian culture in their music videos and image with no context... this also sheds light to representation and recognition within minority races

6. Politics:

- a. [Beyoncé Superbowl performance 2016](#) // Her Black Panther-inspired wardrobe sparked much backlash and controversy especially once when a poc celeb figure attempts to promote their culture powerfully.
- b. [Kendall Jenner Pepsi Commercial](#) // A tone deaf commercial from Pepsi back in 2017, basically understating all the years of oppression/police brutality inflicted upon minorities.

DIRECTORY OF LINKS

1A: <https://www.thecut.com/2018/08/what-its-really-like-to-be-black-and-work-in-fashion.html>

1B: <https://www.nytimes.com/2016/09/21/t-magazine/fashion/marc-jacobs-dreadlocks-appropriation.html>

1C: <https://www.theguardian.com/fashion/2014/aug/15/-sp-chola-style-cultural-appropriation-fashion-crime>

2A: <https://variety.com/2018/film/news/oscars-popular-film-category-academy-members-react-1202900278/>

2B:

https://www.washingtonpost.com/news/global-opinions/wp/2018/02/26/black-panther-offers-a-regressive-neocolonial-vision-of-africa/?noredirect=on&utm_term=.492e1a6d385e

3A: <https://www.theguardian.com/sport/2018/sep/04/nike-controversial-colin-kaepernick-campaign-divisive>

3B:

<https://www.npr.org/sections/codeswitch/2017/10/21/557692016/when-it-comes-to-race-and-sports-who-owns-an-athletes-opinions>

4A: <https://www.avclub.com/insecures-cinematographer-shares-how-to-properly-film-d-1804039960>

4B:

<https://www.theguardian.com/tv-and-radio/tvandradioblog/2015/mar/25/deadlines-race-casting-article-tvs-diversity-wrong>

5A: <https://www.nytimes.com/2018/04/16/arts/music/kendrick-lamar-pulitzer-prize-damn.html>

5B: https://www.huffingtonpost.ca/dr-lisa-tomlinson/black-music-exploitation_b_8934870.html

5C: <https://www.teenvogue.com/story/chun-li-challenge-asian-stereotypes>

6A: <https://www.cnn.com/2016/02/08/politics/beyonce-super-bowl-black-lives-matter/index.html>

6B:

<https://www.independent.co.uk/voices/kendall-jenner-pepsi-commercial-advert-black-lives-matter-minorities-lgbt-oppression-a7668466.html>

SECONDARY RESEARCH

1. Film

a. Primary #1: ***"Incomplete: A Look at Ethnic Portrayal in Media"***

<https://www.youtube.com/watch?v=wJHjGpcvi3Q>

TheJustinOldsdude, director. Incomplete: A Look at Ethnic Portrayal in Media. YouTube, YouTube, 24 Sept. 2014, www.youtube.com/watch?v=wJHjGpcvi3Q.

In the short documentary, "Incomplete: A Look at Ethnic Portrayal in Media," Michael Sung-Ho explains his experiences as an Asian-American actor and his take on diversity within the film world. The documentary mentions that although an attempt for positive and impactful change is happening, the need for change further proves that there is problem that must be fixed. In a day and age where diversity and inclusion seem to be the prevailing topic of discussion, the effects of these conversations are not as evident as one would expect. Because of this, films often will have a primarily white cast with one to two actors of color. Despite this, the roles played by these minority actors are often stereotypical and merely supporting roles compared to their white counterparts.

b. Primary #2: ***"Women, minorities still lagging in film and TV roles"***

http://go.galegroup.com.libproxy.newschool.edu/ps/retrieve.do?tabID=T003&resultListType=RESULT_LIST&searchResultsType=SingleTab&searchType=AdvancedSearchForm¤tPosition=1&docId=GALE%7CA14172197&docType=Article&sort=RELEVANCE&contentSegment=&prodId=AONE&contentSet=GALE%7CA14172197&se

[archId=R1&userGroupName=nysl_me_newschr&inPS=true#](#)

Hersh, Amy. "Women, minorities still lagging in film and TV roles." Back Stage, 18 June 1993, p. 1+. Academic OneFile, http://link.galegroup.com.libproxy.newschool.edu/apps/doc/A14172197/AONE?u=nysl_me_newschr&sid=AONE&xid=f4f22a22. Accessed 13 Sept. 2018.

Based off of a 1993 report entitled, "Women, minorities still lagging in film and TV roles," people of color and women alike are often underrepresented in film in comparison to their white male counterparts. In 1992, male actors earned a whopping \$672.4 million dollars where women only earned \$341.1 million. At large, this can be attributed to the staggering difference in jobs made available to men in comparison to women. Because data changes over time, I am interested in further assessing the change that has happened over time as a result of protest, access to new information, and the uproar of injustice from men and women alike regarding the inequality within the film industry.

- c. Secondary #1: **"Symbolic Reality Bites: Women and Racial/Ethnic Minorities In Modern Film"**

<https://web-b-ebSCOhost-com.libproxy.newschool.edu/ehost/detail/detail?vid=0&sid=0db5e0f7-638c-466a-8b62-eece5d25935%40pdc-v-sessmgr06&bdata=jnNpdGU9ZWwhvc3QtbGl2ZQ%3d%3d#AN=6885844&db=sih>

Mass media such a film and television have a huge impact in shaping the standard for gender roles and breaking down harmful and dangerous stereotypes amongst racial demographics. Both of which are preliminary ways human attempt to understand one another on a surface and preliminary level. In using inaccurate, exaggerated, or incorrect depictions of people of color and women alike, the film industry further aids to the problem both on and off screen in a way that in turn has an everlasting impact on society. It is important that major film productions deviate far away from traditional stereotypes however, this usually is not the case.

- d. Secondary #2: **"Hollywood still excludes women, ethnic minorities, LGBT and disabled people, says report"**

<https://www.theguardian.com/film/2017/aug/01/hollywood-film-women-lgbt-hispanic-disabled-people-diversity>

Mumford, Gwilym. "Hollywood Still Excludes Women, Ethnic Minorities, LGBT

and Disabled People, Says Report.” The Guardian, Guardian News and Media, 1 Aug. 2017, www.theguardian.com/film/2017/aug/01/hollywood-film-women-lgbt-hispanic-disabled-people-diversity.

Both behind the camera and on screen, minorities are not receiving fair and equal representation in the film industry. In a report commissioned by the media, Diversity, and Social Change Initiative at the University of Southern California's Annenberg School for Communication and Journalism, research showed that the diversity of characters being shown on screen had developed little to change from the standard straight, white male we have been forced to become accustomed with. In the event that women and people of color did appear on screen, their roles were minor. Leaving them with no real impact within the overall production.

2. Television

a. Primary #1: **“Black-ish’ Creator: ‘I Get So Tired of Talking About Diversity”**

<https://variety.com/2016/tv/news/black-ish-creator-diversity-tca-1201830988/>

Holloway, Daniel. “‘Black-ish’ Creator: ‘I Get So Tired of Talking About Diversity.’” Variety, Variety, 5 Aug. 2016, variety.com/2016/tv/news/black-ish-creator-diversity-tca-1201830988/.

Although diversity in the media is a clear issue, ABC’s “Black-ish” creator, Kenya Barris is tired of discussing the matter. Rather than partaking in countless, never ending conversations that lead to no apparent change or shift in programming, Barris is more focused on simply doing and channeling his energy into doing just that. In a day and age where the slightest thing can quickly become political, it is important to focus on implementing actual change. In creating shows like “Black-ish” that depict the black narrative in a positive light, change no longer become an option but the only standing choice.

b. Primary #2: **“Get Out’ Director Jordan Peele On Divisiveness, Black Identity & The “White Savior”**

<https://deadline.com/2017/10/jordan-peeel-get-out-film-independent-forum-keynote-speaker-diversity-inclusion-1202192699/>

Ramos, Dino-Ray RamosDino-Ray. *"'Get Out' Director Jordan Peele On Divisiveness, Black Identity & The 'White Savior.'"* *Deadline*, 22 Oct. 2017, deadline.com/2017/10/jordan-peeel-get-out-film-independent-forum-keynote-speaker-diversity-inclusion-1202192699/.

Speaking about the lack of inclusion and diversity within film does not always need to be an awkward, lengthy, and uncomfortable conversation. In Jordan Peele's film, "Get Out," the conversation is direct and digestible throughout the duration of the story and how it unfolds. By creating a narrative as malleable as the main character Chris, viewers of all backgrounds are able to find themselves trying to navigate through the awkward experience people of color undergo whilst dealing with microaggressions in their day to day activities.

- c. **Secondary #1: "Only 4.8% of TV writers are black. As one of them, I know the system is broken"**

<https://www.theguardian.com/tv-and-radio/2017/nov/03/black-tv-writers-diversity-atlanta>

Robinson, Stefani. "Only 4.8% of TV Writers Are Black. As One of Them, I Know the System Is Broken | Stefani Robinson." *The Guardian*, Guardian News and Media, 3 Nov. 2017, www.theguardian.com/tv-and-radio/2017/nov/03/black-tv-writers-diversity-atlanta.

The portrayal of African Americans in television is often time based off stereotypes perpetuated by the media rather than the actual experience and narratives of the black experience. Rather than further exploring the depth and complexities of what this looks like for people of color within the United States, a monolithic tale depicting African Americans plays on repeat.

- d. **Secondary #2: "Luke Cage,' 'Power,' and More Show Bosses Reveal Why TV Diversity is Low: 'You Hire What's Comfortable'"**

<https://www.indiewire.com/2018/02/black-history-month-african-american-tv-shows-1201929693/>

Mount, Bailey. "Luke Cage,' 'Power,' and More Show Bosses Reveal Why TV Diversity Is Low: 'You Hire What's Comfortable'." *IndieWire*, 24 Feb. 2018, www.indiewire.com/2018/02/black-history-month-african-american-tv-shows-12

01929693/.

It is impossible to tell the black narrative without the slightest insight from black writers, directors, and actors.

3. Politics

a. Primary #1: **“Overrepresentation and underrepresentation of African Americans and Latinos as lawbreakers on television news”**

<https://doi.org/10.1111/j.1460-2466.2000.tb02845.x>

Dixon, T. and Linz, D. (2000), Overrepresentation and underrepresentation of African Americans and Latinos as lawbreakers on television news. *Journal of Communication*, 50: 131-154. doi:[10.1111/j.1460-2466.2000.tb02845.x](https://doi.org/10.1111/j.1460-2466.2000.tb02845.x)

Often time, both local and widespread news distributors portray African Americans, Latinos, and Asians as primary law breakers where their white counterparts are made out to be law defenders. This depiction is used upheld in both crimes of the same caliber and level of injustice at all levels. As a result of the exaggerated portrayal of the crime rate amongst African Americans, Latinos, and Asians in comparison to Whites in the news, it has inevitably spilled over into film and television causing people of color are underrepresented in roles that depict them in a positive light.

b. Primary #2: **“Racial bias and news media reporting: New research trends”**

<https://journalistsresource.org/studies/society/news-media/racial-bias-reporting-research-trends>

“Racial Bias and News Media Reporting: New Research Trends.” *Journalist's Resource*, 26 May 2015, journalistsresource.org/studies/society/news-media/racial-bias-reporting-research-trends.

Studies have shown that the misrepresentation of Blacks and Latinos in the news has caused people of color to be viewed as violent or dangerous by within society and television alike. Research has proved that in comparison, African Americans are overrepresented as perpetrators whereas Whites are underrepresented as such, despite data that compared in the same type of crimes. Because of the

skewed data presented, many people are under the impression that the majority of African Americans and Latinos are threatening whereas this is not the case. The effect of news outlets dismantling the image of people of color, other major media platform such as television and film have followed suit and adopted the same practice.

c. Secondary #1: **"The False Promise of Black Political Representation"**

<https://www.theatlantic.com/politics/archive/2015/06/black-political-representation-power/395594/>

Stephanopoulos, Nicholas. "The False Promise of Black Political Representation." The Atlantic, Atlantic Media Company, 11 June 2015, www.theatlantic.com/politics/archive/2015/06/black-political-representation-power/395594/.

African American involvement within politics is at an all-time high in the United States. With forty-five Black members of Congress and the corresponding expectancy of Blacks to vote as other demographics within the country, one could easily assume that the black agenda is smooth sailing, however, this is not the case. Despite what appears to be fair representation, federal policy without with support has only a 10% chance of being enacted. This also hold true for policies relating to women and even more so for women of color. Due to the lack of change black lawmakers are able to make within their domains, those in these communities are forced to remain in the same slow and sometimes stagnant circumstances.

d. Secondary #2: **"News media offers consistently warped portrayals of black families, study finds"**

https://www.washingtonpost.com/news/wonk/wp/2017/12/13/news-media-offers-consistently-warped-portrayals-of-black-families-study-finds/?noredirect=on&utm_term=.22759ff28084

Jan , Tracy. "News Media Offers Consistently Warped Portrayals of Black Families, Study Finds." The Washington Post, WP Company, 13 Dec. 2017, www.washingtonpost.com/news/wonk/wp/2017/12/13/news-media-offers-consistently-warped-portrayals-of-black-families-study-finds/?noredirect=on&utm_term=.22759ff28084.

The portrayal of self-imposed dysfunction within African American communities

leaves the general public to view Blacks as lazy and unstable. Major media outlets show African Americans in a negative light at an alarming rate compared to Whites, who are usually shown as the social framework of what people should aspire to be. In a recent study conducted at Color of Change, studies showed that in the 1920's and 1930's, white men on who benefited from welfare and anti-poverty programs were thought to be seeking the necessary assistance to get back on their feet. On the other hand, news outlets depict Blacks utilizing the same benefits as needy dependents of the government assistance.

4. Fashion

- a. Primary: Yves Saint Laurent F/W 1977, photograph.

The Chinese theme of this collection was tied to the release of the perfume Opium the same year. While the perfume generated wide controversy — including accusations of drug use, and insensitivity to Chinese history — the collection itself was innocuously received and reviewed. NYT.



- b. Primary: Marc Jacobs S/S 2017

- c. Secondary: Sengupta, Rhea. "Reading Representations of Black, East Asian, and White Women in Magazines for Adolescent Girls." *Sex Roles* 54, no. 11-12 (06, 2006): 799-808.

doi:<http://dx.doi.org.libproxy.newschool.edu/10.1007/s11199-006-9047-6>.

<https://login.libproxy.newschool.edu/login?url=https://search-proquest-com.libproxy.newschool.edu/docview/225363957?accountid=12261>. This secondary source is a vital piece of information regarding the depictions of POC in mainstream media: specifically, magazines. This source illustrates how women of color are categorized/typecasted all under the viewership of young girls. Beginning in the 1970s, there has been a growing body of literature on the depictions of women in advertisements. However, the intersection of race and gender in advertising has rarely been explored. This study was designed to compare how White, Black, and East Asian women were portrayed in advertisements found in fashion magazines directed at adolescent girls. A correlation was found between race and the type of product advertised. Black women were prominent in clothing advertisements, and East Asian women were prominent in advertisements for technology products. A correlation was also found between race and the importance of the model in the advertisement. The results of this study illustrate that older stereotypes may still exist (White

beauty ideal, hypersexual Black women), and some new stereotypes are being formed (technologically savvy East Asians).

- d. *Secondary Snell, Katy, and Wan-Hsiu Sunny Tsai. "Beauty for Asian American Women in Advertising: Negotiating Exoticization and Americanization to Construct a Bicultural Identity." Advertising & Society Quarterly 18, no. 3 (2017): 0.*

This study investigates Asian American women's responses to beauty representations in mainstream advertising. Through in-depth interviews, this article explores how Asian American women construct and negotiate a bicultural identity in their interpretations of advertisements' mediations of beauty for Asian women. Study findings revealed the cultural significance of the model minority stereotype in influencing Asian American women's relationships with fashion media. Additionally, participants' narratives on Asian American women's beauty ideals reflected their identity construction process of achieving social assimilation and negotiating ethnic distinctiveness, which illuminates the often-ignored sociopolitical tensions in minority consumers' relationship with advertising representations of in-group members.

5. Music

- a. *Primary: Nicki Minaj – Chun-Li* <https://youtu.be/Wpm07-BGJnE>
- b. *Primary - Mike Will Made-It – 23 (feat. Miley Cyrus, Wiz Khalifa & Juicy J)*
- c. *Secondary: Let's Be Real: Asian And Black Artists Aren't "Celebrating" Each Other Through Hip-Hop*
<https://www.refinery29.com/2018/05/198457/hip-hop-racism-orientalism>

most Black rappers don't go further than one or two punchlines, there's one artist who consistently makes poor choices: Nicki Minaj. Earlier this month she released the music video for "Chun Li," which she said was a tribute to her Japanese great-grandfather. But the video — and subsequent performances, including a cringey SNL appearance — contains visual and lyrical content that is not a focused homage to Japan but rather a garble of exoticizing Asian signifiers. There are anime explosion effects (Japan), a tattoo of Chinese characters (China), a reference to mai tais (Polynesian), and coolie hats (Vietnam); Chun Li herself is a Chinese character written by a Japanese video game maker. In attempting to pay tribute to her own heritage, she instead conflates many Asian cultures into an Orientalist mess

— just like she did in the "Your Love" video, in which she raps about a Thai samurai while in a geisha costume.

- d. *Secondary: Huh, Min, "Media Representation of Asian Americans and Asian Native New Yorkers' Hybrid Persona" (2016). CUNY Academic Works. https://academicworks.cuny.edu/gc_etds/1372*

Asian Americans, having been degraded in the realm of popular media and neglected in the consumer market, have been unable to obtain a voice or leave a trace in American pop culture. The meager representation that Asian Americans rarely have is highly controlled through a distorted lens, inclined to paint them in a grotesquely exaggerated light for comic relief. The absence of Asian Americans in the media has compelled the Asian American youth to adapt the personas of different cultures in their desires for social and cultural mobility. These factors have given birth to a hybrid persona among Asian Native New Yorkers (ANNY), the subject of analysis in my thesis. These hybrid personas are part of the initial problem of misrepresentation, however, they are also a product of it as well. This essay and video interview explore the different layers of the issue, while attempting to arrive at a solution that grants Asian Americans Independence in their own representation.

6. Sports

- a. *Primary - nike & colin Kaepernick:*

https://www.youtube.com/watch?time_continue=116&v=Fq2CvmgoO7I

Diluted his message, essentially the exploitation of big brands using the struggles of minorities as a commodity.

- b. *Primary - jeremy lin dreads*

- c. *Secondary - Siales, Gary A. "Guest Editorial: The Exploitation of the Black Athlete: Some Alternative Solutions." The Journal of Negro Education 55, no. 4 (1986): 439-42.*

<http://www.jstor.org.libproxy.newschool.edu/stable/2294828>

- d. *Secondary - Burkley, Melissa, Burkley, Edward, Andrade, Angela, and Bell, Angela C. "Symbols of Pride or Prejudice? Examining the Impact of Native American Sports Mascots on Stereotype Application." The Journal of Social Psychology 157, no. 2 (2017): 223-35.*



For over 50 years, a debate has existed over the use of Native American sports mascots; however, few empirical studies on the topic exist. The

present study examined if supraliminal exposure to Native American mascots results in the application of negative stereotypes toward Native American people. Results indicated that the effect of Native American mascots was moderated by people's racial attitudes toward Native people. When exposed to Native mascots, people with a prejudiced attitude rated a Native American individual more stereotypically aggressive than those with a non-prejudiced attitude. However, this pattern did not occur when people were exposed to White mascots or neutral images. Furthermore, this pattern was not evident when people evaluated a non-Native individual. This overall pattern of results indicates that Native American mascots selectively facilitate the application of negative stereotypes, resulting in harmful evaluations of Native American people.

ACTIVITY

Describe activity that will reinforce the lesson

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Presentation Constraints

- Your presentation should be *exactly* 4 minutes long.
- Both team members should present with roughly equal speaking-time.
- Specifically mention each of your primary and secondary sources by name and at least one finding from each.
- Your presentation should be supported by slides.
- Use exactly 8 slides.
- Prefer images to text on your slides.
- No more than 8 words on a slide.

Considerations

- Is your topic appropriately scoped and interesting?
- Did you present research findings that illuminate your topic?
- Was your presentation clearly organized and delivered?
- Did your slides effectively support your presentation?