

How african americans are portrayed in the media annotated bibliography examples

[Media](#), [Television](#)



How African Americans are Portrayed in the Media

Wilson, B., & Sparks, R. E. (1999). Impacts of black athlete media portrayals on

Canadian youth. *Canadian Journal of Communication*, 24(4), 589-589. This article provides an insight on the media effects to the races and most evident the black as athlete by examining the limitations of the current theories about the same. It provides a rationale for using Janice Radway's concept of 'interpretive communities' as a means of giving insight into the influence the media has to the audience and most importantly the youth as far as athletics is concerned. The research involves audience and media-related ethnographies that help in validating media impacts on the race. The research results are important in helping the reader understand racial awareness, racial equality as well as getting knowledge on the minority self-perceptions. Stereotyping propagated by the absence of criticism and the unflinching representation of the black as athletes as well is more tackled in the article. This shows that the impact of media portrayals is interactive. The findings show that blacks are treated as criminals and athletes. It is helpful to television networks to broadcast racial stories that are fair and better than speculative theories that remain biased without interaction with the real people.

Mastin, T. (2000). Media use and civic participation in the African American population:

Exploring participation among professionals and nonprofessionals.

Journalism and Mass Communication Quarterly, 77(1), 115-127. This article is

about an empirical research that shows positive interaction between politics, communities and local media use. It seeks to gather whether the same holds for African-American professionals and non-professionals. The results are that the local media does not serve the civic information needs for the African-Americans and that interpersonal network especially the church play a major role in civic participation. It shows that the professionals are well integrated into the mainstream society thus using media to know their environment unlike their non-professional counterparts. The media is accused of portraying the African-American community narrowly and failing to serve them as informants of community based concern. The research suggests that professionals unlike their non-professional counterparts will report higher usage of media, civic participation because they have access to more information among other things. Methods used for the research include face-to-face, dependent, and non-dependent variables. The results indicate that does not serve the same purpose to the members of the African-American community. Professionalism was noted not to be a significant predictor of civic participation but churches emerged strongly in this call. Notably the African-Americans need the media to gain their environmental worldview while interpersonal networks are for local issues. It asserts that the minorities should use the media to help in their civic interaction and thus the media should make an effort to understand them and address their needs as far as information is concerned.

Roger, D. K., & Naccarato, S. (2003). Broadcast news portrayal of minorities: Accuracy

in reporting. *The American Behavioral Scientist*, 46(12), 1611-1611. This article shows how the minorities are misrepresented in the television news. They are portrayed as criminals. This is scaring the audience away from their viewing because of lack of quality as well as creating a negative mentality that the real world is as it is in the television news. The suggested way of improving quality is reduction in crime coverage and inclusion of context in the coverage, which lacks in the media houses in order to sell through ratings. The findings show that many of the directors are aware of the lack of context in crime coverage and that people of color are taking positions in the fields of anchoring as well as being directors. The experts that need to be involved in this kind of research ought to be psychologists who have mastered the way people think and react. This will give a more comprehensive report on the causes of the minority representation in the television news better than the current research.

Ainsworth, A. B. (2006). A Year In The Life of The African-American Male In

Advertising: A content analysis. *Journal of Advertising*, 35(1), 83-104. This article assesses the portrayal of the African-American males in the advertisement. The study was carried out on different magazines. This led to the understanding of the males' involvements in the ads as well as their settings and interactions. The results showed that they were majorly involved in ads especially for clothes and shoes as well as limited portrayals

in the business settings. The research is in line with the social learning and cultivation theories. The limitation that the research had was that it was carried out on specific and limited magazines. This could not ascertain well the involvement and popularity of African-American males in the industry. It also did not have a comparison with the Whites, which could have brought a clear picture in the same.

Robin, T. P. (2002). The Depiction of African American Children's Activities in Television

Commercials: An assessment. *Journal of Business Ethics*, 36(4), 303-313. The

study was carried out in major United States TV stations in 1999 and it showed

how the Africa-American children are portrayed both positively and negatively. The findings show that a number of commercials portray the children as scholars and athletes in large proportion rather than in other areas like family activities. The study was only on children and the TV, which could have been enhanced by inclusion of adults and other media to balance the research.

Green, M. K. (1993). Images of Native Americans in Advertising: Some moral issues. Journal of

Business Ethics, 12(4), 323-323. This article looks into the moral acceptance of the use of images of the Native Americans in the advertisement for example logos. They are depicted as either noble salvage, civilized salvage or bloodthirsty salvage. This denies them the moral acceptance and respect

from other cultures. The images use is evident in the luden's products associated with superstition, the seal of Hartwick College that signifies knowledge and in sports, teams symbolizing bloodthirsty group of warriors. Generally, these images deny the Native Americans the status of being human.

Donald, P. H., Delehanty, W., & Beverlin, M. (2007). Media Framing and Racial

Attitudes in the Aftermath Of Katrina. *Policy Studies Journal*, 35(4), 587-605.

This study shows how the African-Americans held negative attitudes towards the government for its laxity in handling and securing them during the Katrina havoc. The study was carried out in September 2005 that sampled adult African Americans in a national poll to know whether the blacks were more or less negative about the government. It is evident that the Blacks were seen as lesser people after the survey was conducted. According to the article, the results showed that the blacks were more than the non-blacks. The author blames the government for poor response to the problem primarily on the issue of color. The media racialized the Katrina coverage. The research findings indicated that the Blacks are not always negative about the government as far as disaster management is concerned.

Na'ilah, S. N., Milbrey, W. M., & Jones, A. (2009). What Does It Mean To Be African

American? *Constructions Of Race And Academic Identity In An Urban Public High School*. *American Educational Research Journal*, 46(1), 73-114. It investigates the effects of racial identities as far as learning is concerned.

The study was carried out in a High school, which led to the fact that even in schools there are family groupings depending on the race. The media on the other hand portrays African Americans are downtrodden and non-achievers. The results suggest that excellence is not pegged on the race and thus any African American can succeed in the academic field. The schools ought to provide the students with not only opportunities for learning but also to provide them with a platform to develop a positive relationship with the school.

Joshua, J. D., & Laura, S. H. (2008). The end of welfare as we know it? durable attitudes in a

changing information environment. *Public Opinion Quarterly*, 72(4), 589-618.

It investigates the notion that people have concerning welfare, which has been associated with blackness as presented by the media-coverage newsmakers. The findings show that even to date, welfare has been rationalized as it was in the year 2004. It shows that the whites view welfare as meant for the black Americans.

Rich, J. A., & Grey, C. M. (2005). Pathways to recurrent trauma among young black

men: Traumatic stress, substance use, and the "code of the street".

American Journal of Public Health, 95(5), 816-24. This article shows how the African Americans counter injuries after the media has portrayed them as dangerous. The study entailed an interview with hospitalized black Americans who ended up being there while trying to safeguard themselves.

The study was conducted by African Americans interviewers on African American posing a bias threat and so in future it should involve the Whites to have a more concrete research.

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