

Black Lives Through the Lens



A discussion on media portrayals of black people

Goal of our Presentation

- Discuss the portrayal of African Americans in news media
- Discuss their portrayal in popular media
- Explain the negative effects these portrayals have on African Americans perception of themselves
- Show how these portrayals have negatively impacted African American lives



Black Portrayals Through the Lens of News Media

- Explain the common themes seen in news media regarding African Americans
- Explore inconsistencies seen in media coverage
- Discuss the lack of minority representation in mainstream news media

Kanye West: A Case Study

- In 2005, Kanye West made headlines for his comment about George Bush in regards to the Hurricane Katrina devastation.
- What actually preceded these comments?
- West's greater message was lost to the public.



2. Kanye vs creative



A CONCERT FOR
HURRICANE
RELIEF

www.redcross.org

Mainstream Media Coverage of West's Remarks

- 75% of news media included only West's line about George Bush.
- No news source discussed his claim about the National Guard and the Iraq War.
- West's dissent was framed in most articles as being either an upset celebrity or a person who chose the wrong forum for politics. (Jackson, 2014)

Black Media's Coverage of West's Remark

- Black media mainly framed his dissent as “Community debates about African American uplift and self-sufficiency” or “legacies of institutional inequality” (Jackson, 2014)
- West's celebrity status took a back seat to the real issues facing New Orleans and African Americans.



AP Associated Press AP - Tue Aug 30, 11:31 AM ET

A young man walks through chest deep flood water after **looting** a grocery store in New Orleans on Tuesday, Aug. 30, 2005. Flood waters continue to rise in New Orleans after Hurricane Katrina did extensive damage when it

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Recommend It: Average (138 votes)



AFP

3:47 AM ET

Two residents wade through chest-deep water after **finding** bread and soda from a local grocery store after Hurricane Katrina came through the area in New Orleans, Louisiana. (AFP/Getty Images/Chris Graythen)

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- [Katrina's Effects, at a Glance](#) AP - Tue Aug 30, 1:26 PM ET

Media Misrepresentations

- African Americans are underrepresented in coverage overall.
- Coverage exaggerates negative associations and limits positive associations.
- African American's are overly associated with problems.
- Important stories about black lives are often not told.
(Opportunity Agenda)

Do We Know the Causes?

- Biases both conscious and unconscious by media producers.
- Appealing to audience preferences and incorrect assumptions about an audience.
- An effort to promote political agendas.
- Lack of African American input in all levels of the news media. (Opportunity Agenda)

Disparities in Representation

- In 2014 African Americans made up 14.2 % of the population.
- Television news employed 10.2% African Americans in 2013.
- However only 4.3% of news directors were African American in 2013.
- Only 7 full powered news stations in the US were owned by African Americans in 2014. (Vogt)



3. TV

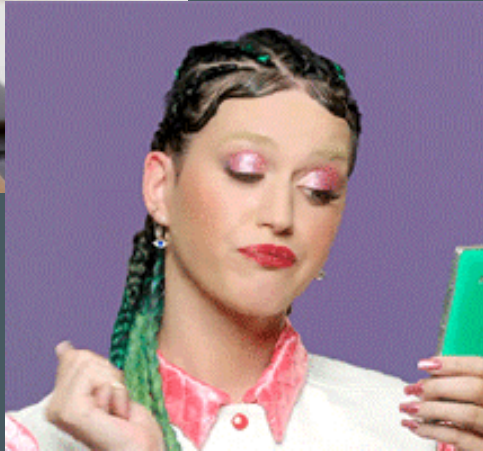
Stolen Culture Through the Lens of Popular Media

Appropriation vs. Appreciation

Appropriation: “to take or make use without any authority or right”

Appreciation: “full awareness or understanding of something”

Everyday Style



Double Standard

“edgy, raw, and beautiful”



“looks like she smells like patchouli oil or weed.”



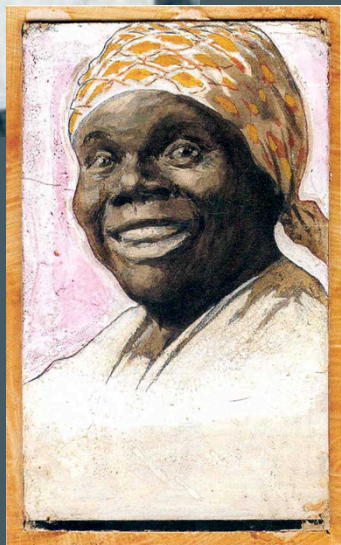


Through the Sound Barrier



“The significant influence of African American music is well established in the development of U.S. popular music during the twentieth century.”

On The Screen



Through the Media Lens: Effects on Self & Education

Self-Fulfilling Prophecies

- Definition: When a person unknowingly causes prediction to come true, due to the simple fact that he or she expects it to come true.

Effects on African Americans: Education

The Clark Experiment



Effects of African Americans: Identity



Results

Internalized racism

Black attributed to “bad and ugly”

White linked to as “good and pretty”

Effects on African Americans: School

Surrounding

Schools fail at : Nurturing, Supporting, and Protecting

Continue to see Stereotyping and Self Fulfilling Prophecies



Youth reacting to media images of Black Women



Where they see themselves in the media? Sports and Hip-Hop

Youth starting to find themselves

Shape how they need to interact

Effects on African Americans: Body Image

Follow own Beauty
Standards

White Beauty Standards

Positive Body Image





Through the Lens of Political Justice

#BlackLivesMatter vs. All Lives Matter

- Civil Rights Movement
- Importance of the movement

Analogy in “White Privilege II”- Macklemore

Bryan Stevenson -
Criminal Justice System



Police Brutality and Profiling

New York and the zero-tolerance policy

Racial Profiling

White officers profiling beginning of time

Fairness of the criminal justice

Accounts of white drivers vs black

Trayvon Martin, Mike Brown, etc.



Current Social Movement



credit: Beyonce/Instagram

Where do we go from here?

Policy changes

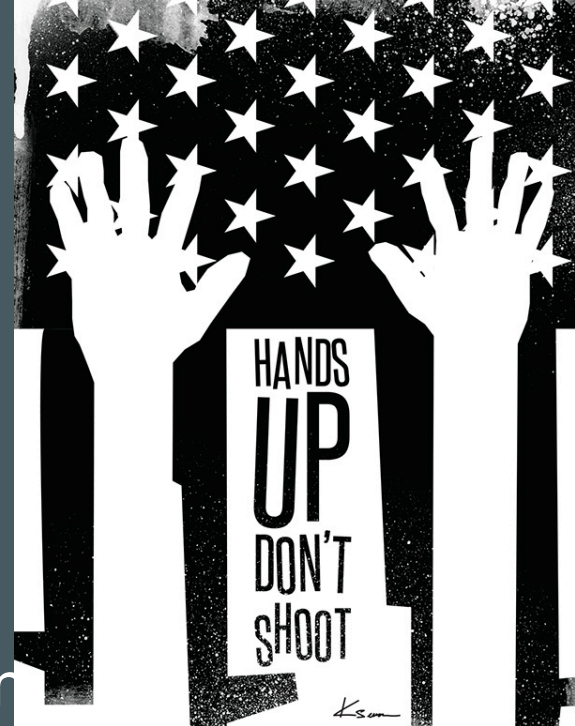
Social Movements

Beyonce and Kendrick Lamar

#BlackLivesMatter

#OscarsSoWhite

Challenge your thoughts and question



Questions?

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