



Racism in American Popular Media: From Aunt Jemima to the Frito Bandito (Racism in American Institutions)

By Brian D. Behnken, Gregory D. Smithers

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This book examines how the media—including advertising, motion pictures, cartoons, and popular fiction—has used racist images and stereotypes as marketing tools that malign and debase African Americans, Latinos, American Indians, and Asian Americans in the United States.

- Addresses the current and important subject of how the powerful and pervasive messages in the media communicate and reinforce common racial stereotypes about people of color to vast audiences—especially children
- Examines popular depictions of people of color going back to the 1880s and details how those depictions have changed
- Explores "fun" subject matter that student readers find interesting—pop culture and how it shapes our daily experiences—with an analytical, critical edge

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- Sales Rank: #1245819 in Books
- Published on: 2015-03-24
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .44" w x 6.14" l, 1.06 pounds
- Binding: Hardcover
- 146 pages

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Editorial Review

Review

"Highly recommended. All readers." - **Choice**

"*Racism in American Popular Media* is an important addition to the existing literature on the history of racism and race relations in America. It is a very well researched and referenced book. *Racism in American Popular Media* gives deep insights into American media. It should be a required reading in university courses on race relations." - **The Washington Book Review**

"*Racism in American Popular Media* is a solid introductory text for readers interested in a brief history of racialized media portrayals from the past two centuries." - **Gateway Journalism Review**

About the Author

Brian D. Behnken is associate professor in the Department of History and the U.S. Latino/a Studies Program at Iowa State University.

Gregory D. Smithers is associate professor of history at Virginia Commonwealth University.

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