

Marketing & Society 2023: Group Assignment 2

Begin by reading the article by David Crockett (2008): Crockett, D. (2008). Marketing blackness: How advertisers use race to sell products. *Journal of consumer culture*, 8(2), 245-268.

Crockett (2008) analyzes the way marketers employ representations of blackness in advertising to make claims about and to promote their products and services. For this assignment, your task is to examine whether Crockett's analysis and findings translate to representations of other minority groups in advertising.

Find 10 advertisements (online, magazine, etc.) that feature a particular minority group of your choice (e.g., ethnic, religious, or other minority). Then answer the following questions:

1. To what extent does Crockett's (2008) analysis of the way blackness is deployed in marketing communications apply to the representations of your selected minority group in the advertisements you found? Discuss the similarities and differences, using images of your advertisements to illustrate your point.
2. Discuss whether you think members of your chosen minority group would welcome representation in the ads you selected. Why or why not? Under what conditions would representation be welcome?