

Is the Media a Problem for Black America? - Part II



Digital Video

**From Aunt Jemima
to AI, How Racism
Creeps Into Design**

Bloomberg.com 091521

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BlackEconomics.org
November 4, 2022

**A Picture Paints
A Thousand Words**



**Fun things to do this month in
Dallas-Fort Worth — online,
outdoors and more**

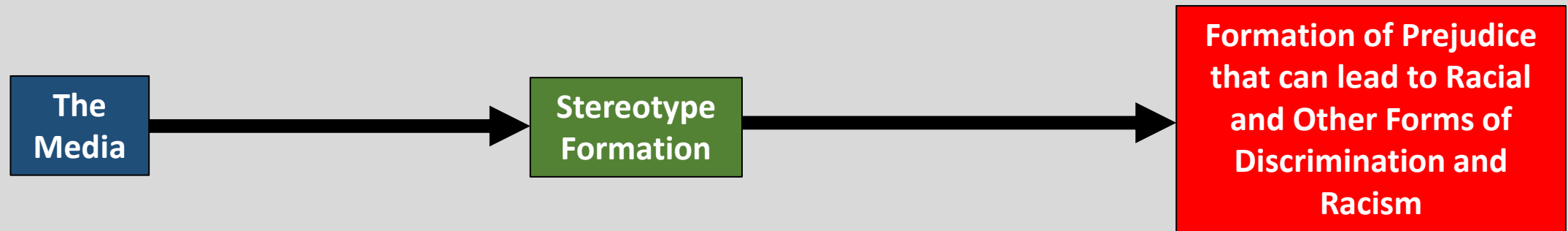
DallasNews.com 070621

Introduction

- Nearly one year ago (November 12, 2021), BlackEconomics.org featured what was Part I of an analysis of the question: “[Is the Media a Problem for Black America?](#)”
- This is Part II of the analysis, which highlights the problematic nature of the **media’s feminization of Black males.**
- We retain in this analysis selected elements of Part I.

How can the media be a problem?

- Media can be a problem because:
 - The media can be a source for stereotype formation
 - Stereotypes are precursors to prejudice and racial discrimination
 - Racial discrimination is at the seat of racism



See “Stereotyping, Prejudice, and Discrimination: Another Look” (John F. Dovidio, *et al*) in *Stereotypes & Stereotyping*, C. Neil Macrae, Charles Stangor, and Miles Hewstone, Editors. Guilford Press, New York: 1996.

BlackEconomics.org's media analyses

Table 1.—Black American Images in *TNYT* and *TWP* during January 2021

	<i>TNYT</i>		<i>TWP</i>	
	Number	Percent	Number	Percent
Total number of Black American images	363	100.0%	270	100.0%
Not adverse stereotypical/Neutral images	172	47.4%	127	47.0%
Adverse stereotypical images	191	52.6%	143	53.0%
Male images	123	64.4%	103	72.0%
Female images	40	20.9%	33	23.1%
Both genders	28	14.7%	7	4.9%

TNYT = *The New York Times*; TWP = *The Washington Post*

Table 1.—Images of Blacks in *TNYT* and *TWP* during January 2019

	<i>TNYT</i>		<i>TWP</i>	
	Number	Percent*	Number	Percent*
Total number of Black images	366	100.00%	192	100.00%
Not adverse stereotypical images	27	7.38%	11	5.73%
Neutral images	148	40.44%	85	44.27%
Adverse stereotypical images	191	52.19%	96	50.00%
Male images	108	56.54%	50	52.08%
Female images	50	26.18%	32	33.33%
Both genders	33	17.28%	14	14.58%

*--Detail may not sum to 100 percent due to rounding.

These 2021 and 2019 analyses of *The New York Times* and *The Washington Post*, and others on the BlackEconomics.org's "[Media](#)" page highlight how the media contributes to stereotype formation and discrimination.

The following three images are examples of the media purposely feminizing Black males and inducing stereotype formation of Black males.

The images presented in this analysis are from the following sources: BBC.com, Bloomberg.com; MSN.com; NYT.com; TheGuardian.com; and WashingtonPost.com.

It Begins with attire...



Bloomberg.com, 09/28/22

Construed as “stylishness,” Black males—males generally—are now invited to dress in feminine-like attire.

It begins with clothes, and then creeps into other aspects of one’s everyday life.

Today, males are observed with attire and accessories that parallel those formerly reserved for females.

Now Attire in Context...



MSN.com, 9/25/22

Once one accepts the attire, then it is a *fait accompli* to place one in context and motivate the enactment of related roles and personalities. One arrives just one step from being enveloped in the intended nature and full acceptance of the prescribed stereotype.

And then submission to stereotypes...

When it reaches this point, it is nearly impossible to reverse engineer the mind and being back to their natural or “normal” states.

If Black American males submit to feminization stereotypes, then it marks the onset of our certain destruction.

We must find the “undo” key and stop the madness. We do not have to accept it.



NYT.com, 10/31/22

Revisiting Part I of this analysis

- The last three images represent new and evolving stereotyping efforts to ensure the feminization of Black males.
- If and when imbibed, the images will shape Black males away from proclivities to:
 - **Serve as providers/protectors/warriors for our families and areas of influence**
 - **Reproduce ourselves biologically**
 - **Provide masculine role models for young Black males**
- The next three slides repeat from Part I strong and already existing media stereotypes concerning Black males.

Black males are criminals, thieves, and unwanted



Rapper Nines jailed for importing 28kg of cannabis

| LONDON



'Cast out, unwanted, invisible' / Homeless in America

Inspired by her own experience living outside, Thilde Jensen's images tell the story of those living on the streets from Nevada to New York



A homeless man was arrested for a 43-cent 'theft' of a Mountain Dew. He could face 7 years in prison.

By Timothy Bella



Blacks are certainly overrepresented in the media as criminals, and our presence in the criminal injustice system confirms the stereotype. The continuous release of not guilty Black prisoners is *prima facie* evidence of the power of stereotypes.

Left, BBC.com 100321; center, TheGuardian.com 092921; right, WashingtonPost.com 092121

Black males are untrustworthy

Housing Boss Earns \$1 Million to Run Shelters Despite a Troubled Past

- Some executives at nonprofit groups that operate New York City homeless shelters are benefiting from the plight of the people they serve.
- A Times investigation revealed that some have accepted kickbacks, drawing big salaries and directing perks to relatives, all under the cloak of charity.



The nonprofit that Jack Brown runs has channeled contracts worth at least \$32 million into for-profit companies tied to him. Michael Appleton for The New York Times

PANDORA PAPERS | A GLOBAL INVESTIGATION >

BILLIONS HIDDEN BEYOND REACH

How the global elite hide their wealth in a secretive system



▶ What are the Pandora Papers? 7:43

(Video: Sarah Hashemi, Luis Velarde/The Washington Post)

Private financial records shared with The Washington Post and media partners in more than 100 countries expose vast reaches of the offshore system used to hide billions of dollars from tax collectors, creditors, criminal investigators and — in cases involving 14 world leaders — citizens around the world.

By Greg Miller, Debbie Cenziper and Peter Whoriskey

Politics



Politics

Defaulter Zimbabwe Courts Investors With \$200 Million Bond Sale

updated an hour ago

Consistent with the previous slide, not only are we portrayed as criminals, but we are also generally portrayed as untrustworthy. At least for Africans, they are often presented as white-collar criminals—criminals, nonetheless.

Left, NYT.com 100321; center, WashingtonPost.com 100321; right, Bloomberg.com 091521

Black males are oversexed

Cosby Sued by Woman Who Says He Sexually Assaulted Her in 1990

Dr. Francis Cress Welsing has a perfect explanation for this stereotype. It is a classic attempt to strike fear into the hearts of White men and women, and to motivate them to fear Black men who are expected to rape White females. Of course, the likes of Epstein and Weinstein are held up as community icons until it is absolutely impossible to do so.

Music



Lil Nas X Reveals Himself on 'Montero'

New York



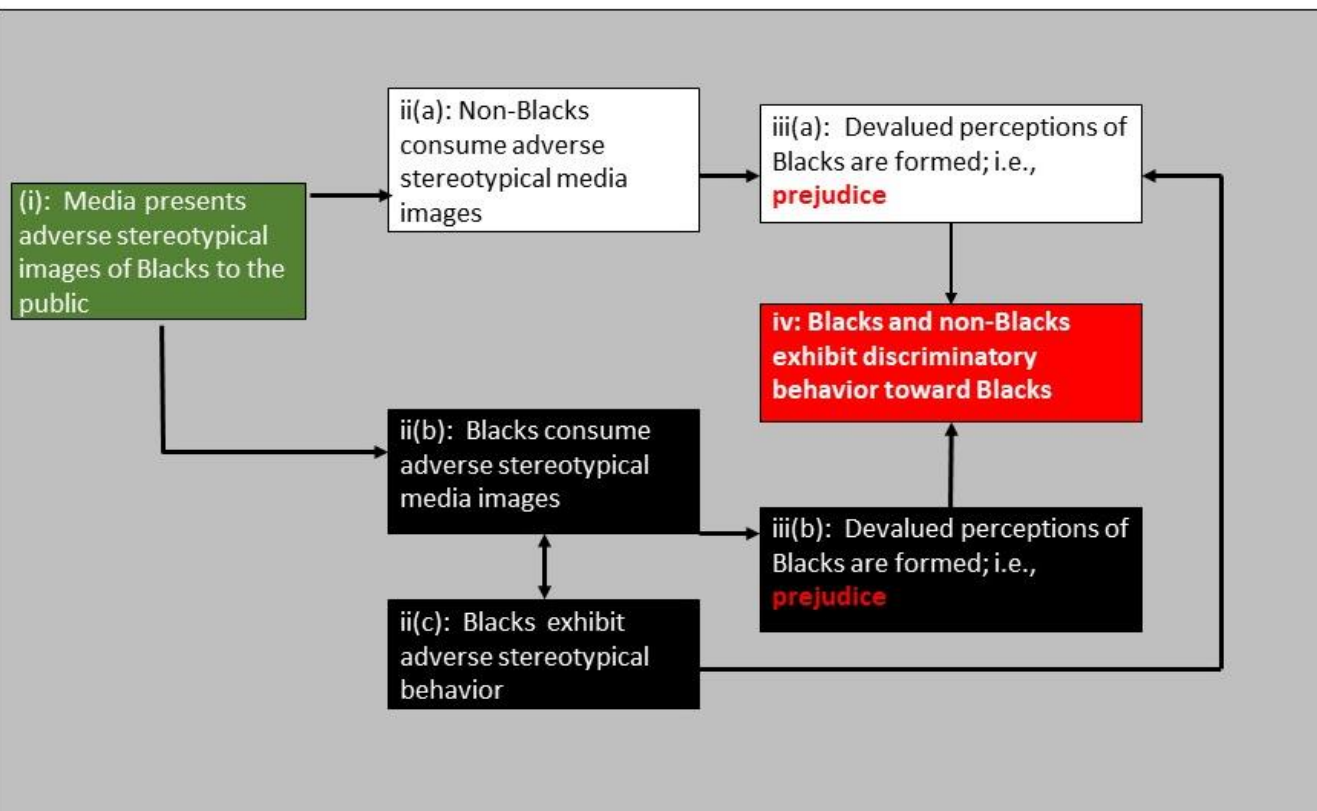
R. Kelly Trial Opens: 'This Case Is About a Predator'

Left, NYT.com 101421; center, NYT.com 092121; right, NYT.com 081821

What should Black America do?

We should use all tools at our disposal (including boycotts and protests of White media and switching to favorable Black Media) to halt the pernicious effects of adverse Black media images that motivate stereotype formation. Once formed, stereotypes can cause anti-Black discrimination by both White and Black Americans alike; i.e., racism.

Paths and Effects of Adverse Stereotypical Media Images



Questions, comments, and intellectual submissions are welcomed at BlackEconomics@BlackEconomics.org.