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**Abstract**

For most of the decade, the media has misrepresented the African American community on media (Corea, 1993). Media has been significant in the influence it has brought on social media concerning racism. In the early stages of film and media, the African Americans found it difficult to point out their beliefs, stories, culture, and identities as their White counterparts had control over the industry. The public perception made by media has helped create barriers between the White people and African Americans. The research concentrates on the media's influence on the spread of racial differences, stereotypes, and perceptions made about African American males. According to Malcolm X, the media is seen as the most powerful structure on earth. It has the power to make an individual who's innocent guilty and the guilty innocent; that's the power it possesses because the media has control over the minds of the masses.

**Introduction**

It's well known that the media has impacted the mass population in the United States. With the advancement made in the industry, the effect of mass media can be seen as intense. The media has made some effects in society, impacting beliefs, perceptions, and people's assumptions. One of the most significant entities any individual can focus on is to ensure the image is controlled and monitored. Happer and Philo went on to state that media has the leverage in behavioural change, bringing chaos and confusion within the society. The media has played an important role in relaying information to the public such that people tend to be dependent on the media for information (Happer and Philo, 2013).

There are some missing puzzles regarding this matter; is racism part of a course that needs to be learned to curb it? Is it done intentionally or unintentionally? What solutions have been set in place? Do the African Americans have a voice in this? Questions that have been asked for the past decades and everyone's expectations have been made with no answer or solution. President Clinton stated that racial inequality has been deep-rooted in our society. It has been made invisible; White Americans can't see the leverage it bears while on the other side, African Americans are suffering in silence (Happer and Philo, 2013).

Does the media amplify racism within our society? Yes, it does. The extent of damage is so immense that people in the society die while suffering. As we all know, racism is conducted on every magnitude within the society; thus, it infiltrates how the media communicates. As noticed, every day, it's highly noted that every media depicts and contribute to the racial differences that date back to the colonial past. To state for the record, not every media is racist, but it's with no doubt that most media outlets tend to dehumanize African Americans (Thackara, 1979).

African Americans are depicted as a cancer to the society that needs to be exposed; this is basic information for any media outlets. African Americans are perceived as drop-outs, junkies, scroungers, homeless, burglars, muggers, illegal immigrants, or any other misfits in society. African Americans are usually secluded and depicted as different from their White counterparts in the media's eyes, mostly linked to negative content such as rape cases, robberies, always seen as a collective issue (Thackara, 1979).

In some scenarios, there are African Americans who get the chance to voice out their opinions. Despite given the platform to speak out, there are some restrictions given; they are to address and embrace the White American's values and discard any challenges encountered by African Americans within the society.

Even as workers, people from the minority groups find themselves on a hurdle as they are usually discriminated against. Reporting is rarely seen as stereotypical but rather focuses on the negative scenarios (such as financial instabilities and crimes) associated with the blames for them.

Questions that we keep asking ourselves; why is it that African American males are underappreciated, misinterpreted, misunderstood, always set up to fail? Some factors linked to the racial differences in media: producer bias, inaccurate misinterpretation of the audience, lack of contribution from the minority group, and political inspiration. These are some of the factors that result in continuous racialization in media.

**Literature review**

**Introduction**

Media and race as systematic racism is a true menace evident in most media productions in this country, this entails a lot of evidence on what the media portrays when fighting the race war. Media in racism is not a media full of whites or racists like the media may paint it. Still, it is what the media is not covering or doing to dehumanize the minorities within the society, i.e., in the wake of the covid-19, more black people did not die because the fellow white citizens hated them but because the white supremacy in the US enslaved their ancestors since time immemorial. (Democracy Dies in Darkness, The Washington Post: opinion post by Megan McArdle, 2020). When crimes are committed and how the media report or profile such cases committed by the people of color, there exist a big difference in away that when white Americans commit such crimes there must be investigation before arrest and this sensitizes the general public negatively to think that any black or colored American is a criminal (Cohen, 2002). Black lives matter has also exposed the media where the media has not focused on the positive impacts of the movement towards the African American but has termed it violent hence inciting the police against the peaceful protests and sensitizing the public to think otherwise; some media houses focus on the violence and turmoil caused by the protests to ensure that the quest for justice by the African Americans is dehumanized and brought down.

The institution racism structure has drifted away from the traditional way; by this, it focuses on various institutions through their policies and regulations that sustain racism (Grant. T &Powell 2006). An example of institutional racism that can be connected to the media dehumanization of the Africa Americans is the Tuskegee Syphilis Study, whereby African Americans didn't receive any treatment from the researchers. However, the media has displayed the whole story as an African American affair since the start in the 1930s while the community-based organizations have always refused to acknowledge such stories. The media only focused on how the treatment was done, and they did not listen to the discriminations of the African American people who were being mistreated and dehumanized during this process making them feel lesser in the community.

Because of segregation, most of the white American only learn about African Americans through the media, mostly the televisions (RM Entman, A Rojecki, 2001). The media though not showing itself as a channel of racism but it has not been in the forefront of fighting racism where a hierarchy making room for blacks is released there is always a white on top with little smiles for those African Americans who can be said to have escaped the media injustice. When a society creates a defiance by showing a given group as outcasts then the group will be thought defiant no matter what they do (Cohen).

The media has always looked at the tendencies like the Apprentice in 2004 to identify supportive systems messages in what offers a challenge to them. The media also has offered the same bill of fist exclusion and a creating a distinction between the good and bad minority communities which stories can finally be written to justify the racial injustice in the society (SG Larson, 2006). To an extent, these stories might not bring the real pictures of the situation but to some extent may again taint the victim, i.e., when profiling a criminal case the media is likely to paint the African American kid as the suspect even if the kid was the target of crime, this dehumanizes the black kids both physically and emotionally. Media can also create crime news based on strong conceived assumptions profiling the audience to evoke specific emotions that are likely to cause moral panic ( Jewkes & Linnerman, 2007).

Social media platforms like Twitter and Facebook has also become the uncontrollable channels for the white supremacist to share their racial venoms. A good example is the messages of the Twitter trends of the first Indian American Miss America; this brought to light the kind of tension that still exists between the old and new cultures of racism with the old racism culture resurfacing in the media in the 21st century. This is a perfect example of how the media dehumanize the minority like the African Americans.

With the media channels, white supremacy has been on the verge of coming back with an example of President Trump senior adviser for policy and speechwriter, Stephen Miller being in the forefront, this is after the Southern Poverty Law Center’s Hatewach published a cache of emails to his contact advocating messages like the white genocide by the immigrants. These like messages demoralize the minority communities like the African Americans.

**Current studies**

1. **Racism and sexism in superhero movies: Critical race media literacy in the Korean high school classroom (H Cho, P Johnson, 2020).**

In this research, the author is trying to explain how the students are viewing how media has portrayed race and gender parity in the plays involving the superheroes, where mostly the people of colour are used as the villains. At the same time, the whites become superheroes and women as sexists while men are saviours. The research explains how media has dehumanized the minority in such media productions.

1. **Race and media (David Stamp, 2020)**

In this research paper, the author is trying to illuminate on how different viewers digest the media content regarding race and dehumanization of culture and illusion regarding the diverse audiences.

**Background significance**

Altheide findings explains character, media widespread and how media has been of importance in shaping thoughts in first view of a given content. Though, this research study tends to prove the absolute fact of the existing systematic racism in the media as a topic, with the media involvement in movements like the black lives matter and the impact they bring to ensure there is justice within the communities and borders of the US. The study focuses on the media productions like the Hollywood, newspaper headlines and what the mainstream media feeds the general public in the wake of fighting the racism, and with a more focus on the covid-19 time where many Americans both black and white consumes a lot of media from about 12 to 15 hours a day.

**METHODS**

**Introduction**

This topic explains the various methods that will be undertaken during the research period to collect the data required for the study. The topic consists of both the research designs and methods. The data collection methods used in this study include:

* **Eurobarometer**

The method was used around 2000 and 2003 by the EUMC to conduct a survey where the population is asked the same questions and answers whether they agree or disagree with the asked questions. The method studies the public opinion and attitude towards the minority (Leong & Ward, 2006). How has the media carried itself in different regions during the pandemic or election, or even how a crime is profiled is their state. The movies and other TV programs how do they influence the thinking of both black and white, especially when some whites are painted as heroes while blacks as villains like in so many TV programs. The research method also can be used to get information on how social media or media several discussions of concern like race ( Ceron & Memoli, 2016).

* **Victim surveys**

This is where the individual victims of the systematic racism are interviewed to get their take and the reason how the media has influenced what they experience either positively or negatively or why they are in the forefront of discrimination to help understand the impacts of the two main topics of media and race. Different households being interviewed to get there views on what they consume or their perception towards different issues (Adam & Sloan, 2013).

**Research design and methods**

In understanding the media and race, this research focuses on using random sampling to answer the different research questions. Just like other studies have portrayed, people of colour have always been more violent and dangerous when sampling is done across newspapers and televisions. A sample of documentaries from the prominent media productions will be sampled for the study and some other few individuals to get their experience in this topic.

Preliminary supposition and implications of this study include:

*Consequences of media biasness and influence towards racism*

It can be said that in 2015 alone, both the traditional and digital media consumption among residents was about 15.5 hours a day. Though the researchers have found out that this media exposure has decreased self-esteem for girls and black boys, white boys have increased. This is mainly influenced by how racial and gender practices in the media, like Hollywood films, associate the groups like the people of colour and women as villains, sidekicks, or sex objects. At the same time, white men are shown as heroes or superheroes.

*Consequences of dehumanizing black children*

With the black lives matter movement gaining momentum, the need to treat the black kids equally in the American streets is also something of concern, with many studies showings that all children are considered innocent until a certain age when another group, mostly black kid, is made to feel less innocent than their agemates of a different race.

*Consequences of racial thinking*

An example is given of Feb 1, 1960, where at Woolworth's counter in Greensboro, N.C that brought the attention of the students who were celebrated to have led a non-violence movement to preach the equality message while many did not consider the trauma, they felt to have led the movement.

**Results**

The expected results of the study are to;

* In reality, the existing systemic racism and discrimination impact the lives of the people of colour in the US and the existence of the movements like the black lives matter movement and its impact on achieving racial equality within the country.
* Make the versed majority understand the media involvement in the fight for racial justice like the news streaming about Jacob Blake and Floyd murders, with respect to the black lives matter movements across the country.
* Expose how the government has been influencing the racial injustice among the citizens either positively or negatively through government policies and institutions.

**Analysis**

In this study it can be said to exist several occasions where media has been seen to feed the general public with some content that create deviant and delinquent behavior through the different analysis on matters crime and race (Cohen, 2002). And different qualitative researches have tried to approve that the real issues in media and racism in the US is how the media presents its content.

**Discussion**

The study has been chosen on the following topics because systemic racism is a fact that the media and government are fully involved in. Some media houses paint the quest for justice protests as violent and the government using the police to intimidate the protests meant to call for justice. Some media streams also, profile some high-profile crimes towards a minority group hence creating deviant mentality.

**Limitations**

The main limitation driving this research into reality is the existing racial gap between the US's white and black citizens, which is based mainly on the legacy of slavery, discrimination, and segregation that the media is doing little to help end.

**Conclusion**

At the end of this research work, the government and media should initiate a working mechanism to implement the recommendations, henceforth reduce the gaps that might be realized during the study.

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