



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

*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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