

Billy Hawkins
University of Georgia

The Historical Development of the Angry Black Male Image: The Menace to Society

The stereotypical representation of Blacks is a controversial area of mass media studies, especially as the use of Black athletes in commercial advertisements and magazine advertisements has increased substantially in the past twenty years. This study uses a qualitative media analysis to examine the representations of Black athletes in advertisement photographs. It concludes that these photographic representations contribute to the construction of the Black athlete as menacing or threatening to society and positions the development of this image within the historical context of colonialism and slavery in the u.s.