

Media Images of Black Males: Continuity > Change


December 10, 2014

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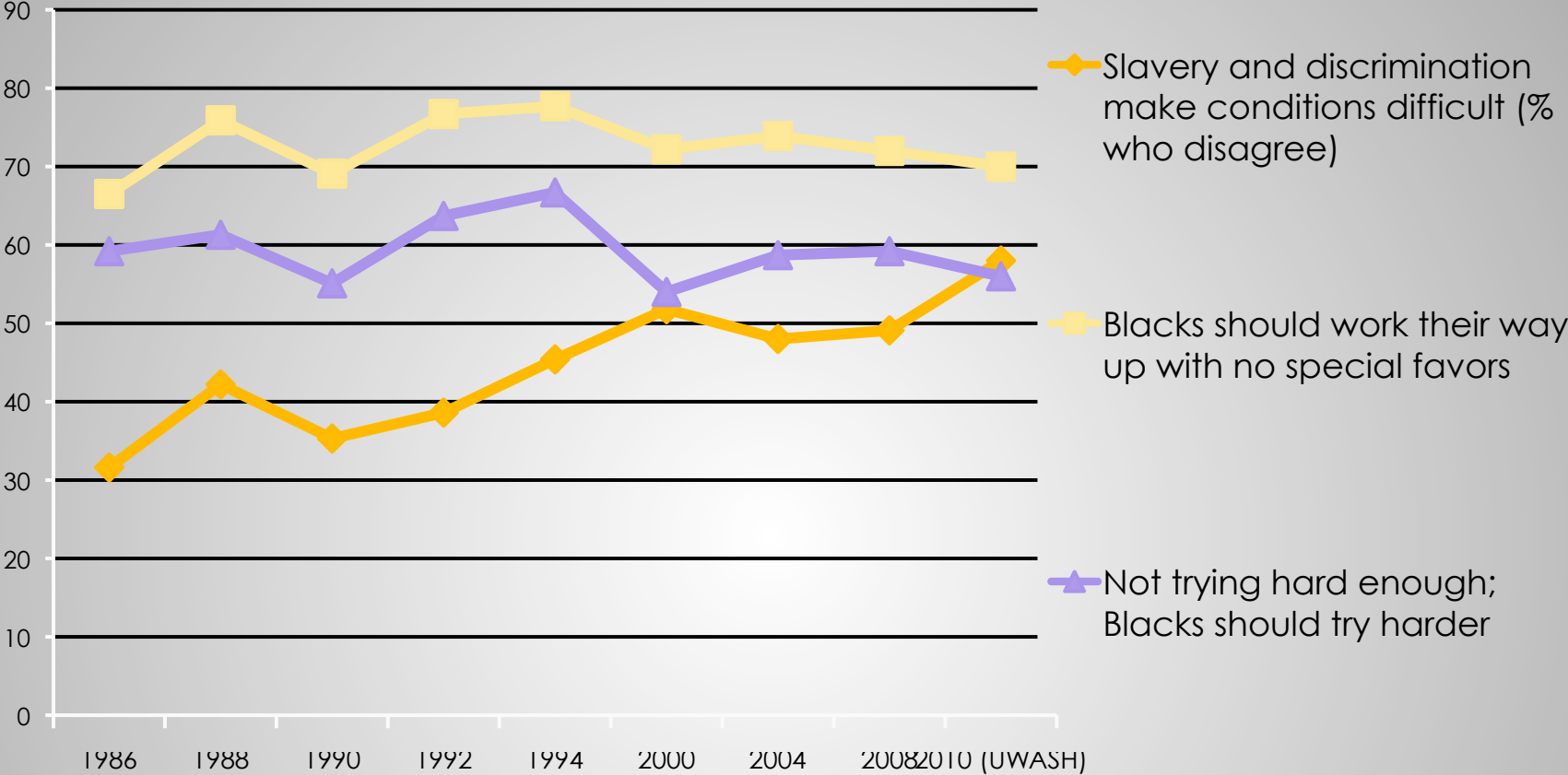
The George Washington University

Four dimensions of white racial sentiment

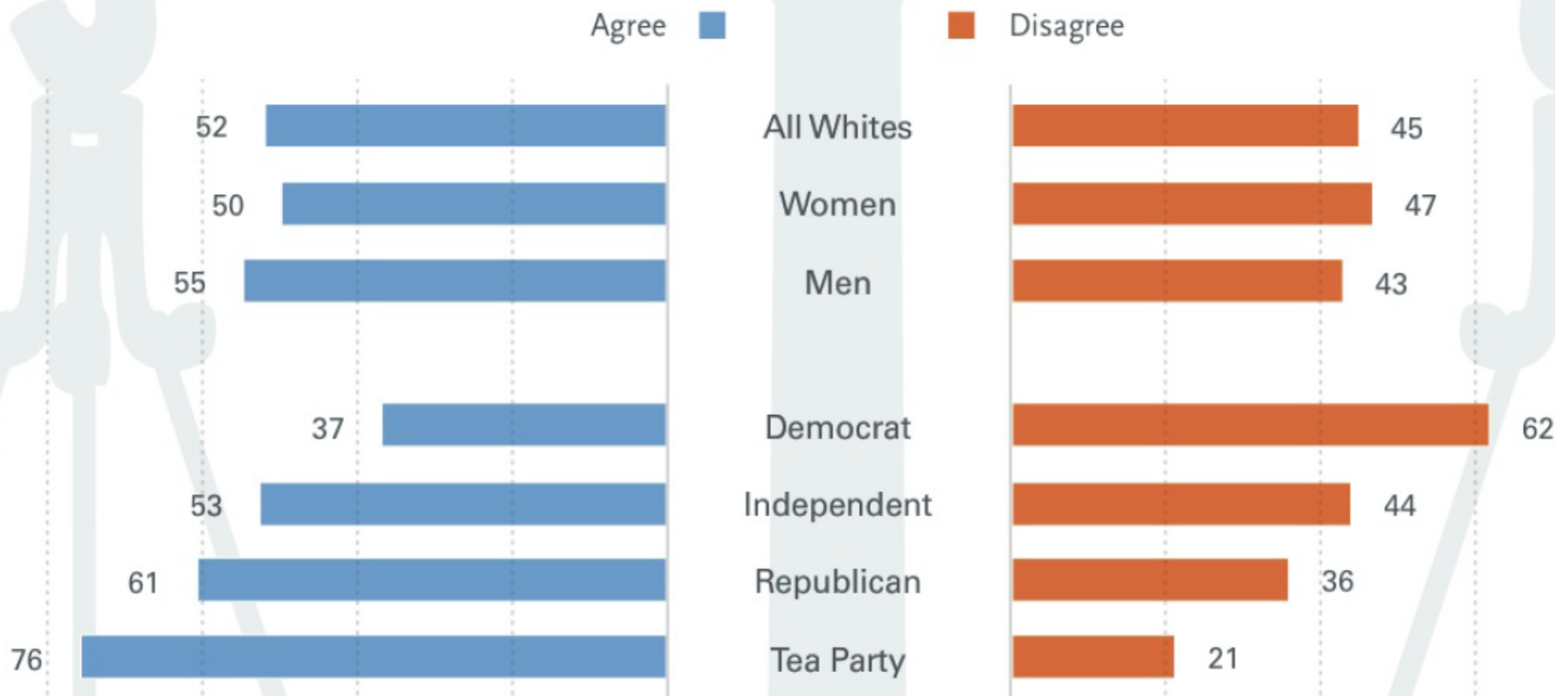
						
Comity ... Ambivalence..... Animosity..... Racism						
Stereotyping	<i>Individual diversity</i>	<i>Negative tendencies</i>	<i>Stereotyping</i>	<i>Racial hierarchy</i>		
Spectrum of racial schemas	Individuals vary widely	Black have more negative traits on average	Most blacks share syndrome of negative traits	Blacks a lower order of humanity		
Emotion	<i>Comfort</i>	<i>Anxiety</i>	<i>Fear and Anger</i>	<i>Hatred</i>		
Emotional spectrum	Low-intensity neutral/positive	Low-intensity oscillation between negative & neutral	Largely negative, moderately intense	Comprehensively negative feelings		
Denial	<i>Empathy</i>	<i>Underestimation</i>	<i>Denial</i>	<i>Separation</i>		
Perception spectrum	Discrimination prevalent	Discrimination rare	Discrimination only in past	Discrimination necessary		
Conflict	<i>Acceptance</i>	<i>Concern</i>	<i>Rejection</i>	<i>Aggression</i>		
Political spectrum	Black political gain does not mean white loss	Black power can threaten whites' group interests	Black power extracts advantages at white expense	Whites' power should be deployed against blacks		

Source: Entman and Rojecki, *Black Image in the White Mind* (U of Chicago, 2000)

Since mid-1980s, denial increases; other attitudes stable



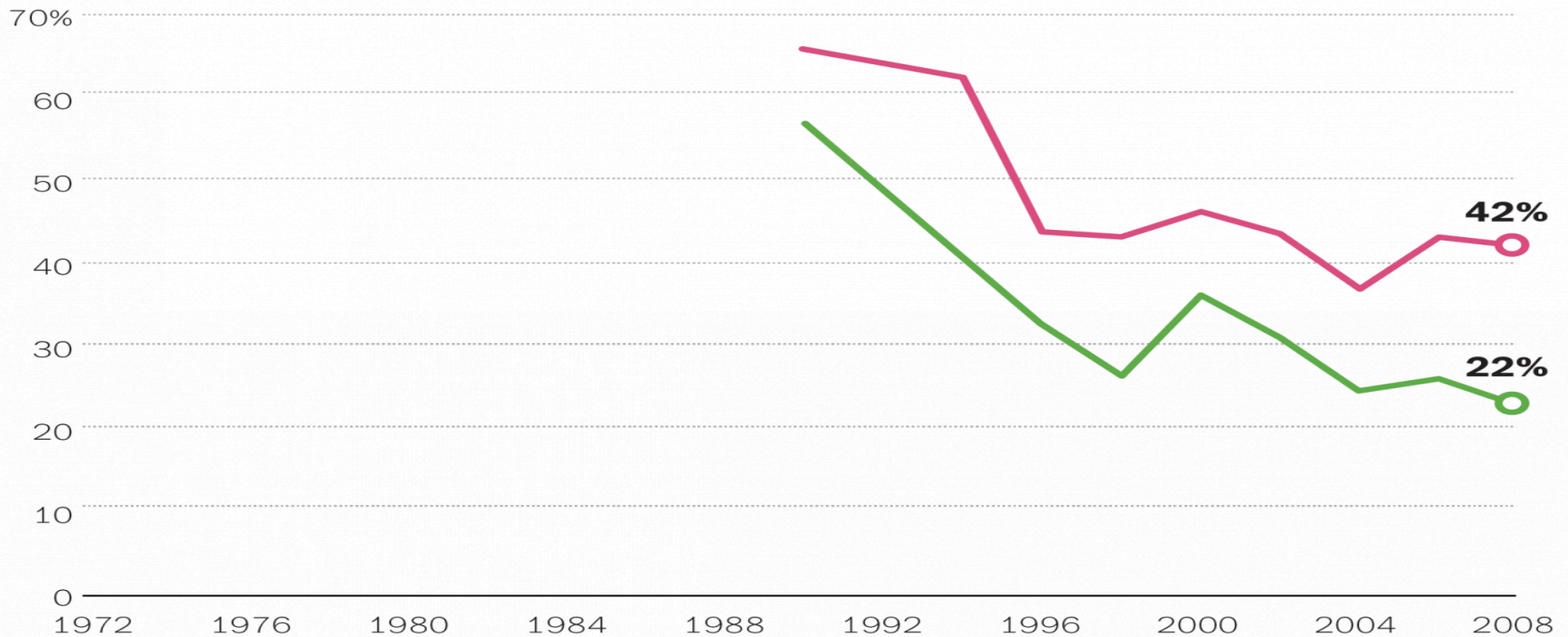
Today discrimination against whites has become as big a problem as discrimination against blacks and other minorities.



Source: Public Religion Research Institute, American Values Survey, September 2014

42% of whites say they're more hardworking than blacks

Percent of white Americans saying whites are more hardworking (●) and intelligent (●) than blacks

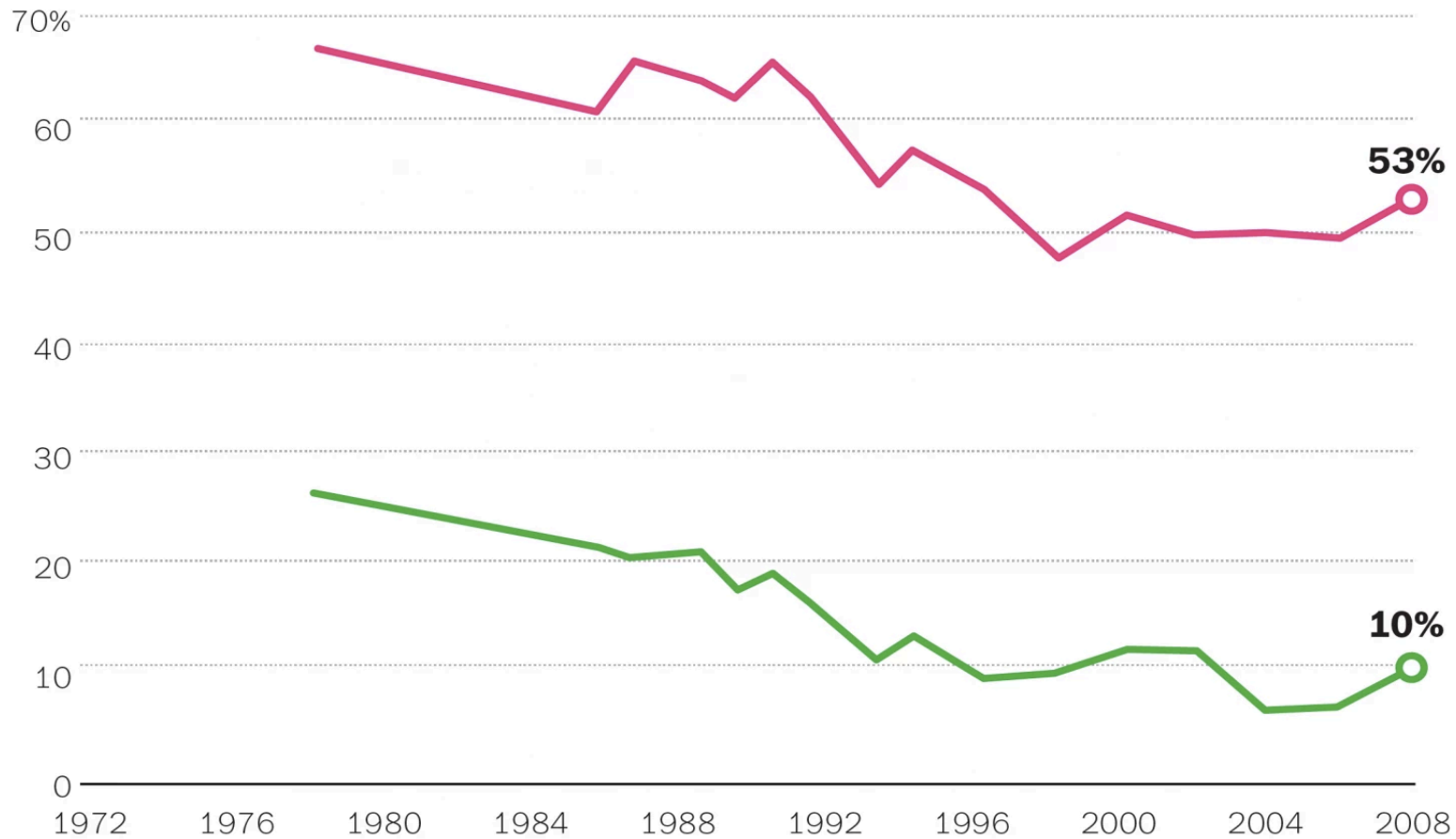


WASHINGTONPOST.COM/**WONKBLOG**

Source: General Social Survey via "Social Trends in the United States 1972-2008"

Majority of whites still say blacks lack willpower

Percent of white Americans saying lack of will (○) or ability to learn (●) is keeping blacks poor



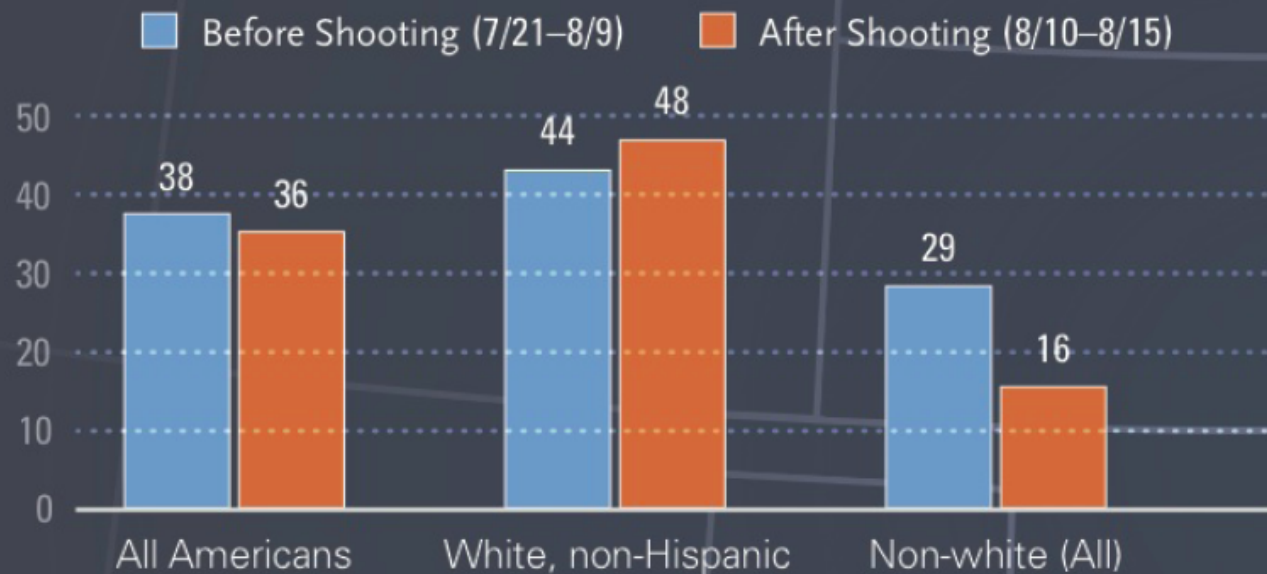
WASHINGTONPOST.COM/**WONKBLOG**

Source: General Social Survey via "Social Trends in the United States 1972-2008"

Before and After Ferguson

Blacks and other minorities receive equal treatment in the criminal justice system

Percent who **AGREE**



Source: Public Religion Research Institute, American Values Survey, September 2014

Media Images of Black Males contribute to Whites' :

- Equating *crime, welfare, and poverty* with *Black*
- Overestimating African Americans as % of US population
- Overestimating Black poverty
- Overestimating White victimization by Black crime
- Punitive attitudes toward (presumptively Black) crime
- Denying continued significance of discrimination vs. Blacks
- Assumption Whites face more discrimination than Blacks

Newsweek

April 3, 1995: \$2.95

OF TERROR?
U.S. NERVE GAS ATTACK

AFFIRMATIVE ACTION

RACE & RAGE



**When Preferences Work
—And Don't**

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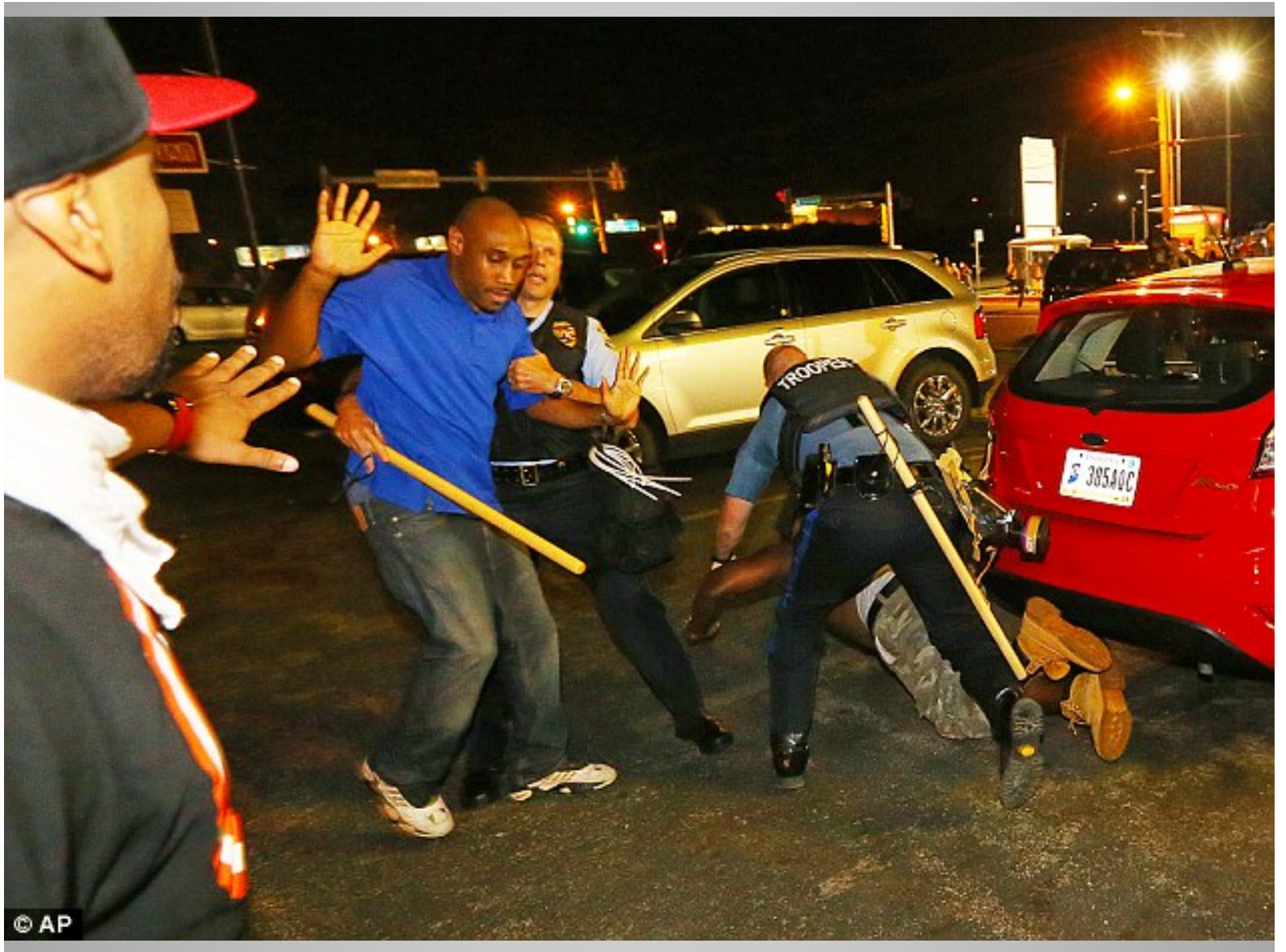




Typical scenes from Ferguson Coverage







Eric Garner





Flavor of Love-VH1



Grand Theft Auto: All-Time Best-Selling Game
(except Wii Play and Rock Band)

Better practices

- Treat law enforcement as other government officials treated: skeptically, ask tough questions
- Assume hidden agendas that promote own interests
- Assume lying or mistakes

More Better Practices

- Understand built-in pro-prosecution bias (for white and black defendants!) from near-monopoly on authoritative info
- Self-consciously assess visual images and language for bias
 - Compare Michael Brown images

Michael Brown #1



Michael Brown #2



Michael Brown #3



Better Practice Beyond Media

- Demand active leadership discussion on reducing police misuse of violence
 - No reason for ideological divide on this
 - In interests of police as well as citizens
- Revamp police training to correct unfounded fears rooted in fallacious statistics