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Communication Design Theory

Research paper 2

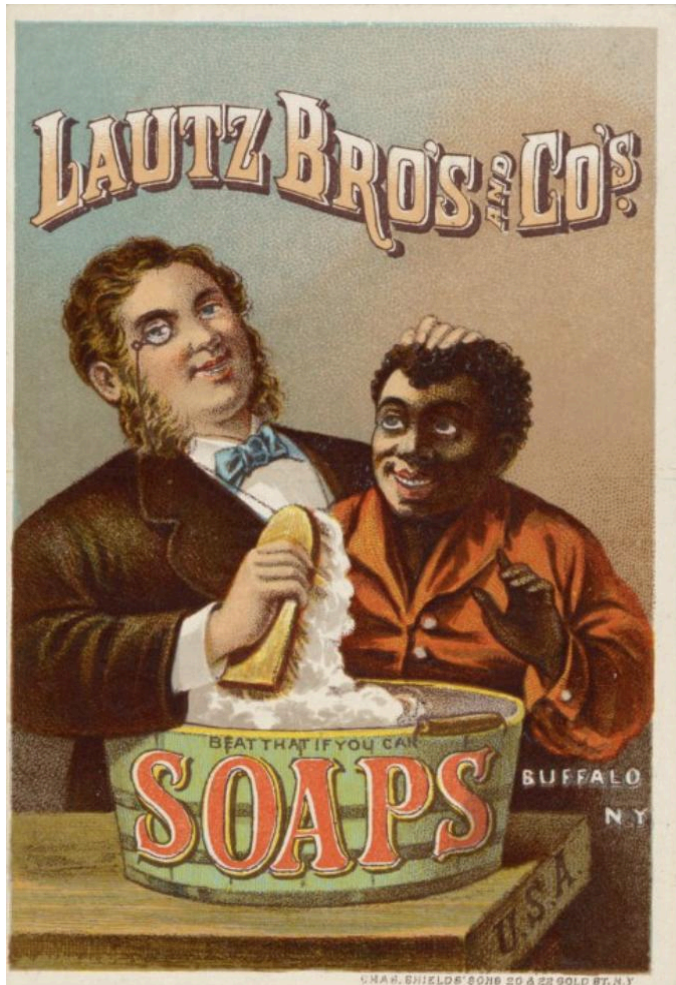
The advertisers are well aware that they can get away with just about anything if they simply say it's an “acceptable” way to behave! Negative stereotypes are a tool that is used by advertisers to make money. In other words, the goal is to convince consumers to hate one particular group of people for the benefits of buying their products. Research shows that negative stereotypes are more effective when used as negative jokes rather than as realistic portrayals in advertising.

The use of negative stereotypes makes us feel angry and inferior, making us want to buy products that will make us feel better. This is why most of our communication with brands is filled with negativity. The truth is that we are all human beings with equal value.

It's important to challenge negative stereotypes with the promotion of positive messages and images of people of color, and it's also important to have an open and honest dialogue with your family and friends about the messages that you see in the media.

The history of advertising is full of the dark side of bias and manipulation. Advertising has been used to sell products and services, and it has often served to promote unfair stereotypes about certain people, including women and minorities. In the past, it has been used to manipulate

consumer behavior, confirm discriminatory beliefs, and sell products and services that are not appropriate for particular audiences.



A well-dressed white man is seen "cleaning" an African American man in a racist trade card. The men nod while standing in front of a laundry bucket filled with soapy water that is branded "Beat That If You Can. Soaps" on a table labeled "U.S.A." The white man holds a soapy brush in his right hand and the top of the African American man's head with his left. The African American man lifts his left hand and turns to face the white man. His face is shown with white skin on the right side. The white male wears a brown jacket, a blue bowtie, a monocle, and has mutton chops.

The black man is dressed in an open-collared crimson button-down shirt. German immigrant Wilhelm Lautz Sr. established Lautz Bros. & Co. in Buffalo, New York, as the Lautz Company in 1853. From Buffalo, New York, after his passing in 1866, his wife, sons, and grandkids managed the business until the early 20th century.

Due to its racial language and images, the poster makes people feel disgusted and outraged. A white guy "cleaning" an African American man in a cartoon perpetuates negative stereotypes about black people as inferior and in need of white people's assistance. "Beat that if you can" conveys a sense of rivalry and the idea that white people are superior than black people. The impression that black people are filthy and in need of washing is reinforced by the fact that this image was used as a trade card by a soap manufacturer. Because it encourages destructive and demeaning views toward people of color, this billboard is seen as racist because it contributes to the systemic racism that has afflicted society for millennia.

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