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The construction of the black body as antitype to white society in early German advertisement.

The presentation analysis the use of black stereotypes in early German advertisement from the foundation of the German Empire in 1871 until the time around world war one. It evaluates the symbolic meaning of these figures, their function in the context of product advertisement, and especially their use as antitypes to German mass society.

Since the beginning of advertisement in the 1870s, black figures appear regularly in this field. These generally infantile, ridiculous and cartooned figures represent a broader context of thinking, an idea, and can thus be read as allegories. They are construction and ex-pression of a euro-centralistic, patriarchic world view and epitomize the cliché of white superiority, commune at the time. Thus, they aim to legitimate the unbalanced power relation between North and South.

Through the enforcement of differences between Black and White, not only in advertisement, but also in other fields of popular culture, an antitype to the German society was created. In comparison to the other a feeling of social integration could be created, enabling advertisement to address easily a big audience. In the persuasive context of advertisement, black stereotyped figures can function on different levels. They were used as eye catchers, leading the spectator's attention; the particularities of their representation appealed to the ideology of mass society and thus made the advertisement's argumentation more comprehensible; and the stereotypes allowed the advertisement picture to create clear structures of identifications.