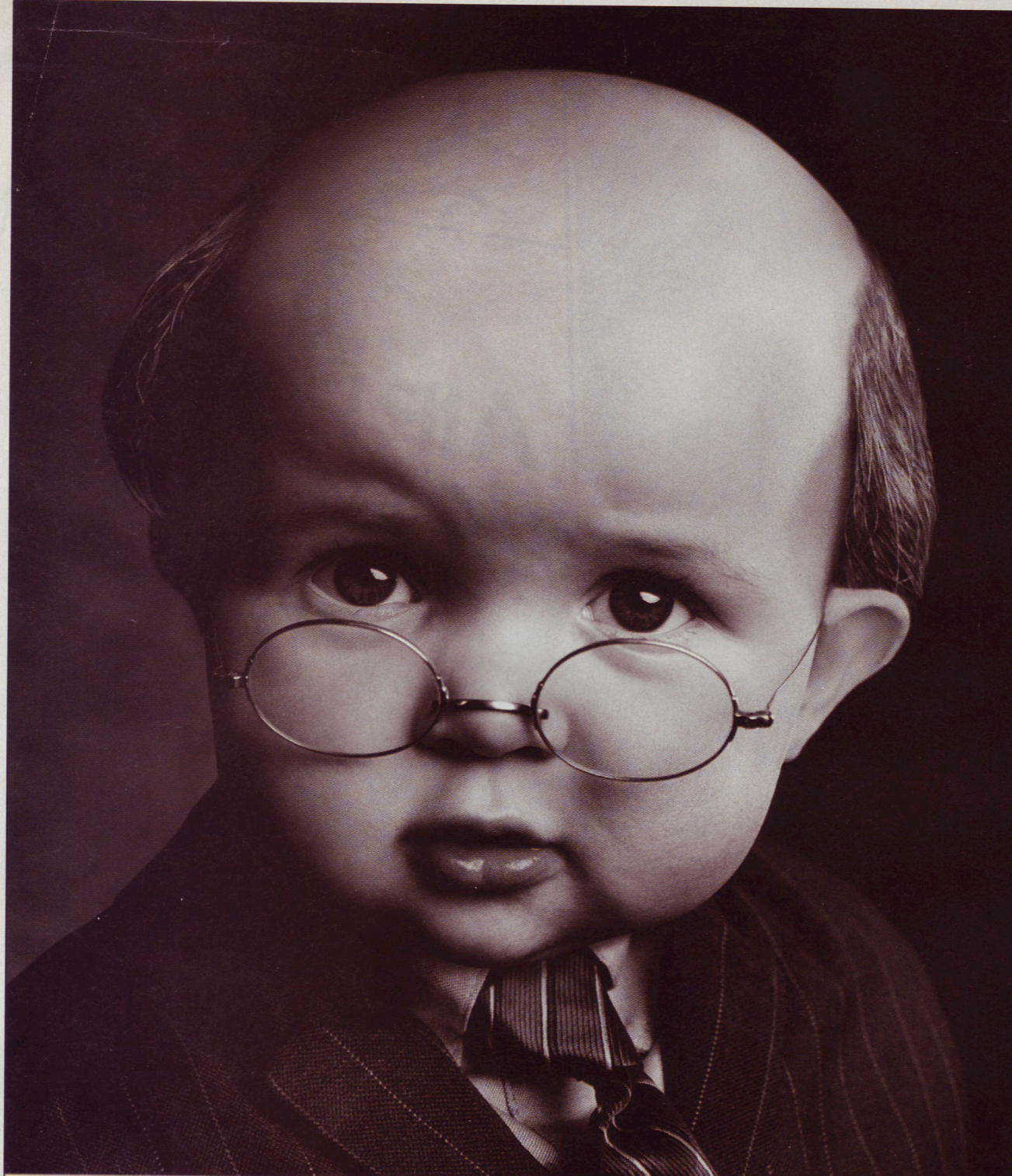


MS 170: Cultural History of Advertising

Pieterse, “Blacks in Advertising”
Seiter, “Different Children, Different Dreams”

E. Seiter on children: different children, different dreams

- white children primarily represent
 - go-getters
 - adventurers
 - “bright” or intelligent



At what point in your ascent did you leave your youthful spirit behind? The 290-horsepower 1999 LS 400.



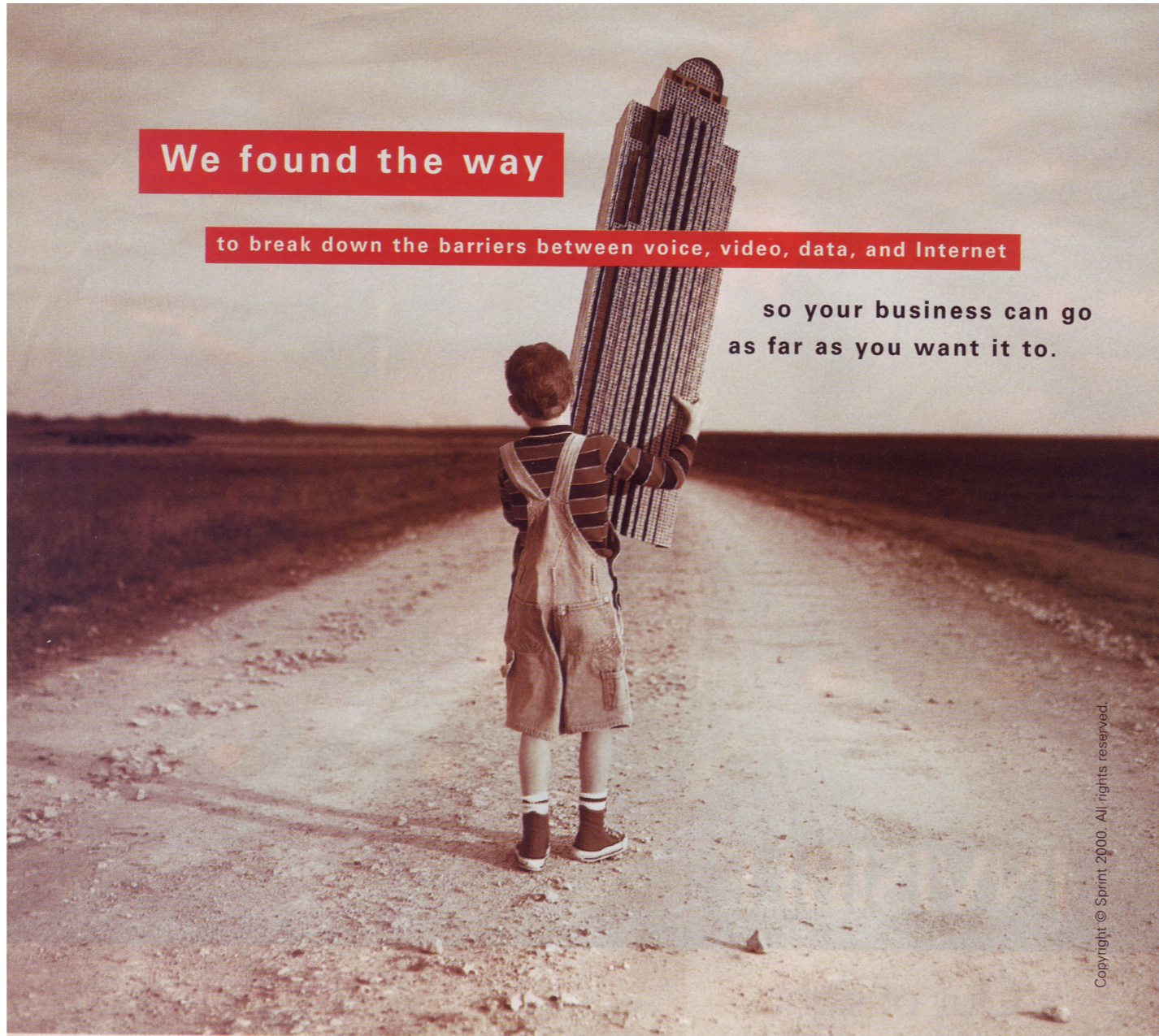
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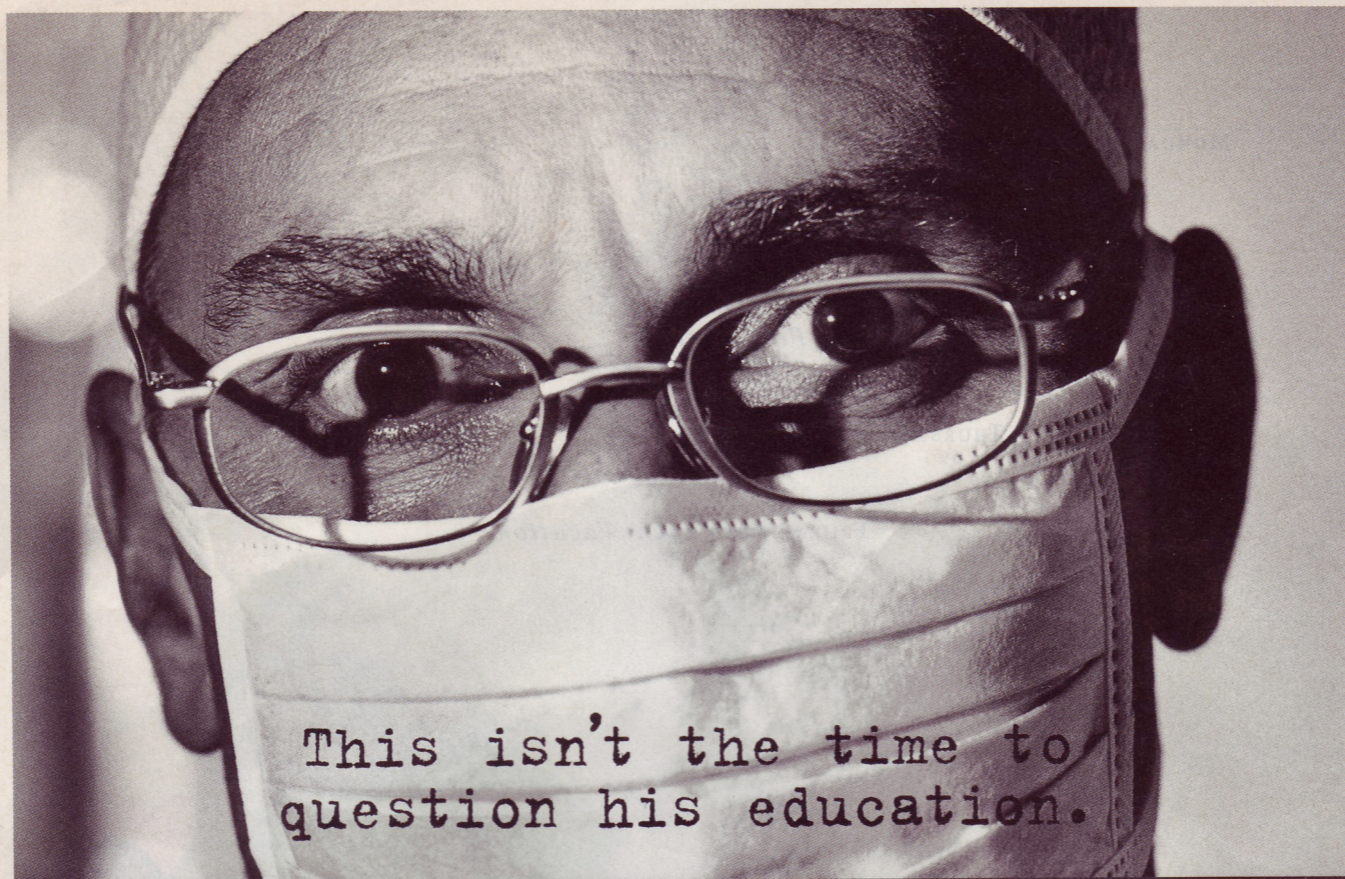


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white children and nostalgia

- school setting / classrooms
- home setting / domestic sphere (secure within the “cozy, golden glow of family”)



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$$\frac{8}{16} = \frac{1}{2}$$



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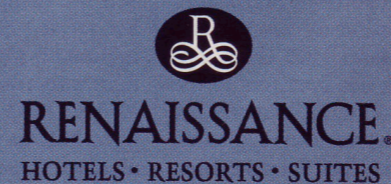
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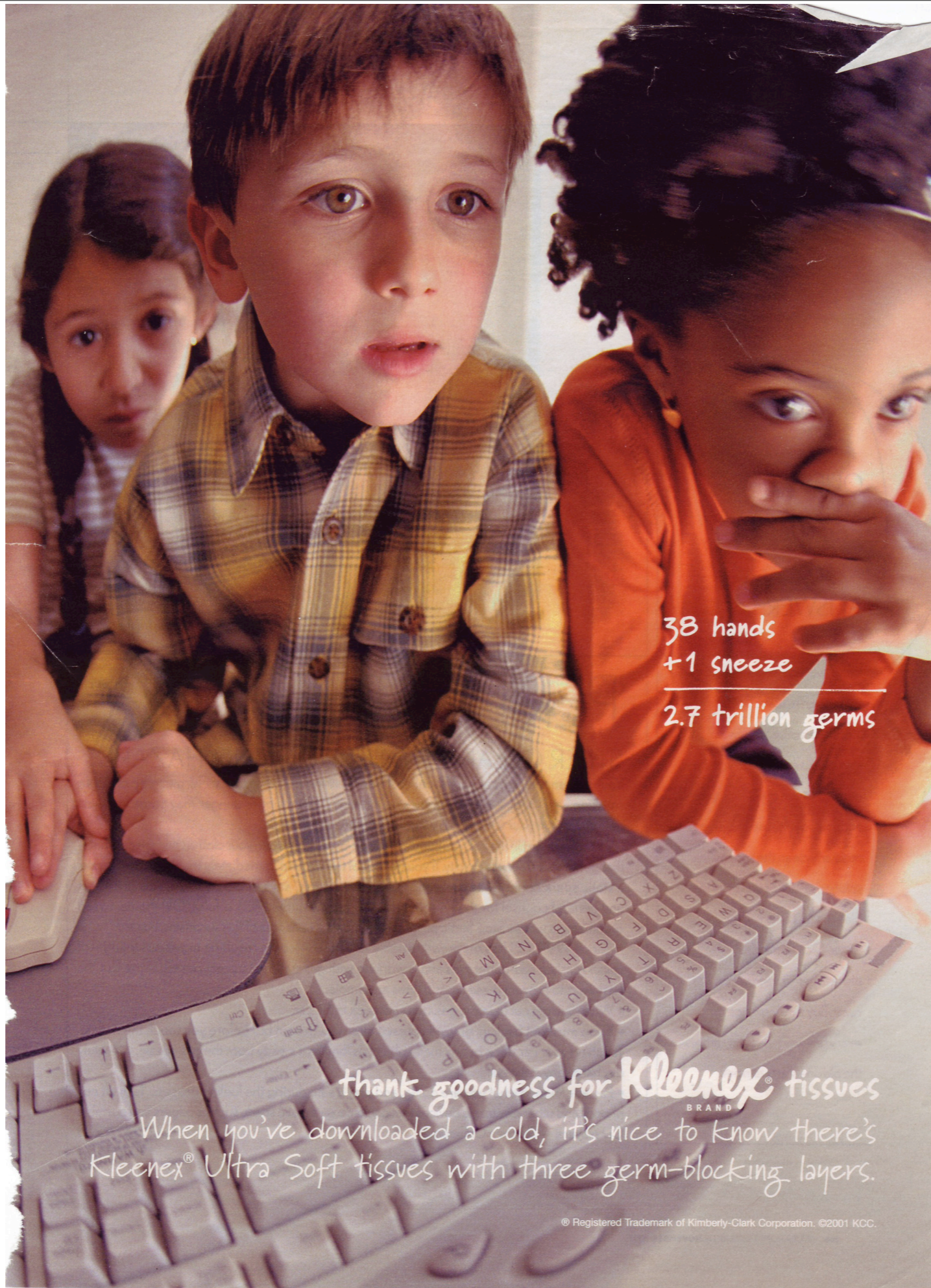
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+ 1 sneeze

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children of color

- orphaned in outdoor setting (or studio setting / plain white background)
- “primitive” or clownish
- represent what is cool, hip, modern, trendy, --but not “classic”
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direct comparisons

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