

Present but not Presented: A Content Analysis on the Portrayal of Arabs and Turks in German Advertising

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Abstract

A large body of research exists when it comes to the representation and portrayal of ethnic minorities in advertising. However, it remains questionable whether those results, which often focused on the North American context, can be transferred to other cultural context and minority groups. Especially in Western European countries, Turkish and Arabic ethnic minorities, who are often automatically associated with the Islam, are relevant in this context. The present study investigates the portrayal of those minorities. Drawing on a sample of 1,130 ads across three different types of media, this content analytical study reveals that Turks and Arabs, taking their population share into account, are indeed underrepresented and are portrayed for low-end goods. Other minorities (i.e. Blacks, Asians, and Southern Europeans), on the contrary, are overrepresented and mainly portrayed for high-end products. The findings have implications for researchers, practitioners and society.