

MRKT 1299 Cultural Literacy Assignment

Reimagining Marketing



A short horizontal bar with a teal left half and an orange right half.

Set-up instructions

I'm going to show you an image for -

- 1 second
- 5 seconds
- 30 seconds

When you look at the image, what do you see? Write down what you have observed or noticed in the image. Don't overthink it!

Budweiser

Where there's life... there's Bud.





*Aunt
Jemima*





bp





Assignment Instructions - Part 1

1. **QUICK LOOK:** (1 second) Record your initial observations (e.g. “What caught your eye?”). This should be done loosely while looking at or browsing for images.
2. **CLOSE LOOK:** (5 seconds) After you select your Quick Look, spend a few more seconds looking at it and note your observations about the content(s) of the image.
3. **INITIAL RESPONSE:** (30-60 seconds) Write down what words, experiences, or associations come to mind as you reflect on the image. What is the subject and style of the image?
4. **DESCRIPTION:** (1-5 minutes) Now describe what you observe in the image and how its visual qualities evoke an emotional response (e.g. “How does it make you feel?”). Use specific visual evidence to write a short summary about why you chose this image. What themes in our course does it relate to? (e.g. Perception; Bias; Cultural appropriation; Self Esteem; Stereotypes; Greenwashing; etc.)

Assignment Instructions - Part 2

5. **CREATIVE INTERPRETATION:** Create (written/oral/visual) a very short story that can accompany your chosen image. Build your own marketing narrative inspired by this image.
6. **CONTEXTUALIZATION:** Collect data related to the concept that this image represents. For example, if stereotypes is a core concept related to image, what research, data, or statistics can you find from reliable sources that help us better understand stereotyping and its impact on consumers? Use at least one reliable source to collect research Make sure you cite your data sources!
7. **DISCUSSION:** Pair the image with the data you have collected and provide a summary of your research for peer review.

Your research, data, statistics should identify why this image is problematic for Marketing and Culture. For example, it may identify how the image may under (or over) -represent the particular topic or messaging it is conveying; it may perpetuate stereotypes; it could be a form of greenwashing; or it may be factually or historically inaccurate.

Briefly, speak to how this has changed your perspective now.

Assignment Instructions - Part 3

8. **CREATIVE RE-INTERPRETATION:** It's time to tell a new story. Create something new that uses your image, research, data, or statistics that is more accurate and representative. You can express this final creative re-interpretation in any format you desire:
- Video
 - Graphic novel
 - Protest sign/artwork
 - TikTok
 - Written Op-Ed
 - Infographic
 - H5P content
 - Blog post
 - Digital storytelling format
 - Podcast
 - ...or something else I haven't considered...

A horizontal bar with a teal segment on the left and an orange segment on the right.

Submission & Peer Review

Post your entire assignment, from 1-8, to the Peer Review Workshop.

After you have posted your assignment, perform a peer review of the submissions by 2 of your classmates.

Follow the instructions and grading guide to complete this Peer Review portion of the Assignment.



Reimaging Marketing

Examples & Inspiration

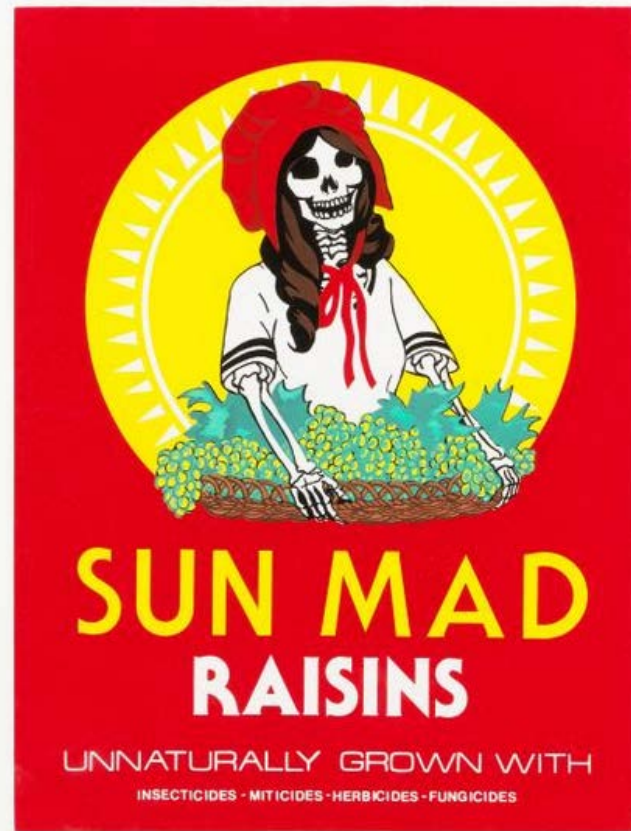


Ester Hernandez

Sun Raid, 2008

In Sun Raid, Ester Hernandez transforms a familiar raisin box to make a statement about the situation many farm workers are facing in the United States. The wholesome face normally found on the front of the box is changed into a skeletal farm worker wearing a huipil, a native Mexican dress. She wears a security-monitoring bracelet labeled ICE, for the Immigrations and Customs Agents, signifying looming deportation. Messages on the box are changed to read "Product of NAFTA," and "Deportation Guaranteed." Hernandez uses the names of Mexican indigenous groups from the Oaxaca area because they make up a large number of farm workers in the United States. She hopes her work provokes a dialogue about the issues that effect a population that is often invisible to the mainstream public.

Source: <https://serieproject.org/product/ester->





Mike Ivall

Ojibway artist, 2015

A “much cooler” and more culturally appropriate version of the Chicago Blackhawks logo was reimagined by the artist in a way that doesn’t mimic or mock Indigenous people. The logo is now owned by AAA Ottawa hockey team.

Source:

<https://indiancountrytoday.com/archive/culturally-appropriate-chicago-blackhawks-logo-by-first-nations-artist-vOVpIQI9X0-cFZj68BnPJg>

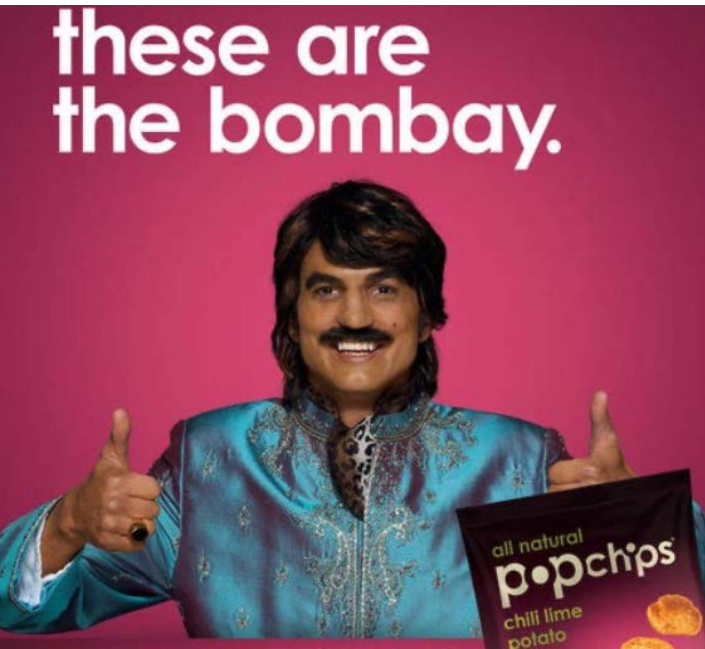




Cultural Literacy Assignment Fall 2020

Featured Student Submissions
Edited and formatted with the consent of students

Raman Bal



Quick look:

- Smiling Indian man
- Traditional clothing
- Advertisement for chips

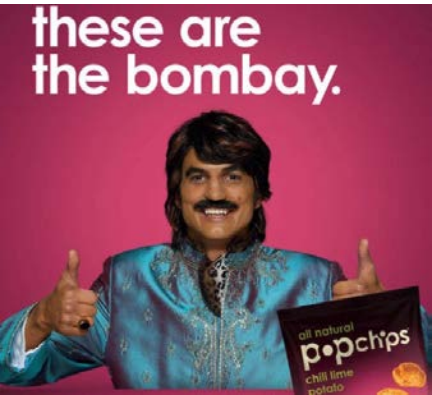
Closer look:

- Play on words
- Not a real Indian man

Initial Response:

- a stereotypical Indian man is being clowned on and it is very offensive to the south Asian community.
- Failed attempt at humour
- racist and offensive.

Raman Bal



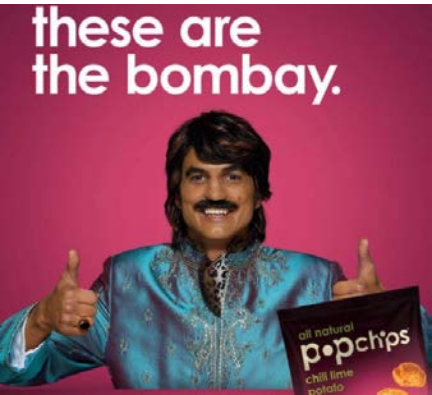
Initial Response:

- Insulted & disrespected as being part of the south Asian community there is a lot of racism that already occurs and making a joke out of it isn't the correct way to acknowledge it.
- Racial stereotype (commercial features Ashton Kutcher mocking an Indian accent)
- Cultural appropriation (he is wearing traditional Indian clothing)

Contextualization:

- In a blog post by Anil Dash, he says, "I think we can attack the process by which these broken, racist, exploitative parts of our culture are created. I think the people behind this Pop chips ad are not racist. I think they just made a racist ad, because they're so steeped in our culture's racism that they didn't even realize they were

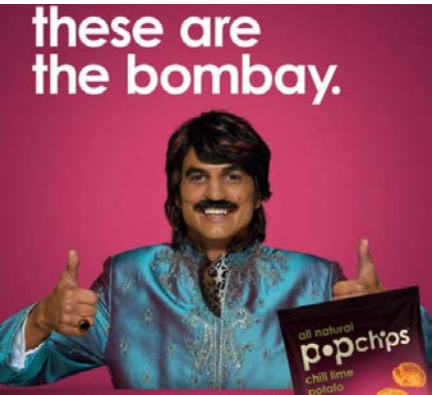
Raman Bal



Contextualization:

- In another it was said that “Outcry in the Indian community was immediate, and it spread from there. Complaints about the ad, which was developed by Pop chips with Kutcher and an ad agency named Zambezi, began appearing on the company's Facebook page almost immediately as well as on the brand's Twitter feed (Braiker, 2010).
- Also “The ad, which is equally as offensive for attempting to pass itself off as funny, makes barely any mention of the Pop chips product. Three related ads feature Kutcher playing other stereotypes: a Karl Lagerfeld-style fashionista, a stoner named Nigel, and a biker” (Braiker, 2012).
- From these statements and research, you can see that this ad created quite the controversy. A lot of people were upset about this ad. It portrays inconsideration to Indian culture and stereotypical racism.

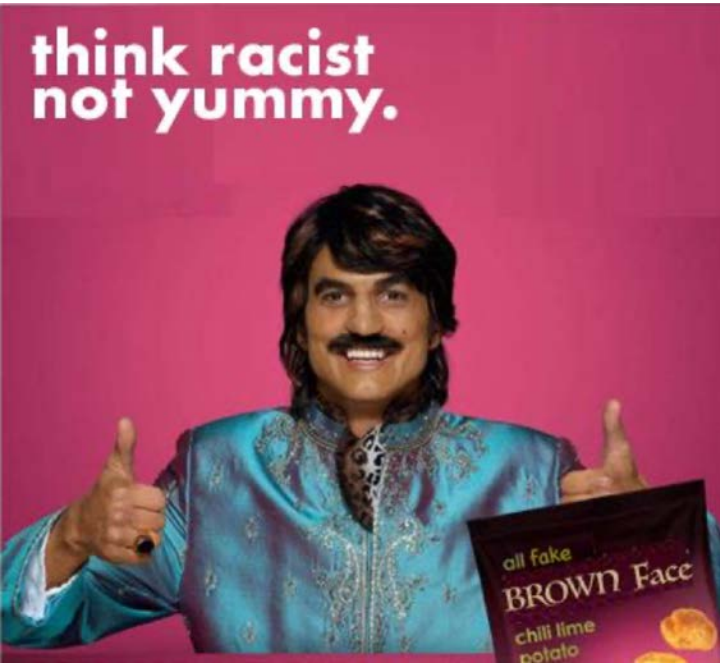
Raman Bal



Contextualization:

- Often big companies don't think about the hidden racism that can be interpreted from an advertisement because they are oblivious or ignorant to the fact that it can be offensive.
- The company did release an apology however they continued to proceed with other ads with the same stereotypes of different cultures.
- I think companies need to be held more responsible for their actions and act on fixing their mistakes instead of just apologizing.

Raman Bal



Creative Re-Interpretation:

- The new advertisement I created shows what people really understood of the ad in my opinion.
- I changed the writing to 'think racist not yummy' and 'all fake brown face' because that is what the ad is really portraying.

There are tons of advertisements out there which have racism embedded into them. Even though some may not realize it, it is there. Companies need to do better and remove any form of racism in these advertisements.

Scott Sanderson

Part 1 – The Original Mascot

Chief Wahoo of the
Cleveland Indians



Scott Sanderson

Quick & Close Look:

- Chief Wahoo is a “Red skinned” cartoon Native American that represents the *Cleveland Indians* baseball team
- The main association for me when I see this imagery is

Major League Baseball (MLB)



Scott Sanderson

Initial Response:

- Growing up, I saw this image and to me it was just normal to see Chief Wahoo as the Cleveland Indian's mascot

Description:

- As a Caucasian man, initially I didn't see it as offensive but as the controversy unfolded and I learned more about it, it quickly became obvious how inappropriate this mascot was



Scott Sanderson

Creative Interpretation:

- At first, all this image meant to me is that it is a baseball mascot. Now that I am older and have a broader understanding of the prejudice that Native Americans have faced, I see how hurtful the mascot is.
- As a marketing symbol, it's an extremely recognizable baseball logo that I grew up with. I used to be a big fan of the Cleveland Indians baseball team so it has a nostalgic affect on me also.
- Sports logos in general are super recognizable, especially to me, as I grew up and still watch and play sports as a large part



Scott Sanderson

Contextualization:

- Native American groups had protested the Chief Wahoo logo for years (Pare, 2019)
- The logo was originally designed by a 17-year-old as a caricature of Native Americans (McGraw, 2015)
- Reports of American Indian mascots and symbols were having a negative impact on young people's self-esteem and social identity development (Burtka, 2018)
- Logos such as Chief Wahoo perpetuate stereotypes against Native people (Angle, 2020)



Scott Sanderson

Discussion:

Marketing plays an influential role in people's lives, especially young people, so they need to take responsibility in also creating images and brands that promote equality.

- Logos such as this, reinforce the stereotypes that all Native Americans are 'warlike' or 'warriors' and all wear feathers in their hair
- The misrepresentation of Chief Wahoo creates implicit bias towards Native Americans





Scott Sanderson

Creative Reimagining:

In 2018, the Cleveland Indians retired Chief Wahoo as their mascot.

- A better path for this franchise to take is to get rid of the Indians name altogether, not just the offensive logo



New Cleveland Indians
Logo

Gurkirat Grewal



PEPSI, the Pepsi Globe and LIVE FOR NOW are trademarks of PepsiCo, Inc.

Quick & Close Looks:

- Recognize the blue & red colours
- Pepsi logo

Initial Response:

- Pepsi: a part of my life
- Eye-catching colours
- Energy from sugary taste; also relaxed

Gurkirat Grewal



Creative Interpretation:

- The Pepsi logo represents energy and a “boost” to your body
- The logo is designed to make consumers feel young, alive, and living a better life

Contextualization:

- Pepsi is a drink enriched in high levels of caffeine, sugar, and aspartame
- Associated with kidney failure, diabetes, teeth, bone damage, and reproduction problems

Gurkirat Grewal



LIVE FOR NOW

PEPSI, the Pepsi Globe and LIVE FOR NOW are trademarks of PepsiCo, Inc.

Discussion:

- Pepsi is misrepresenting itself
- Most consumers are unaware of how harmful Pepsi's ingredients are
- Pepsi's messages are attractive and relatable
- The product makes consumers feel both energetic & relaxed (less stressed)
- Harmful products like this one are becoming more prominent in the market
- Consumers deserve proper interpretation of the messages made by big companies



Gurkirat Grewal



Creative Reimagining:

- *Live for Now...Maybe not for tomorrow*

Danica Doble



Quick look:

- Healthy vibes
- Catered to women
- Reliable & professional

Close look:

- “Healthy weight loss”,
“organic”, and “natural”

Initial Response:

- I associate these ads with a negative energy, from my own education & experiences
- These products don't work; they are damaging to the human body
- They do not cause any weight loss



Creative Interpretation:

- This product looks like a way to help women not only become healthier, but to boost their confidence as they lose weight
- It looks like a “quick and easy” fix
- But this is not true because:
 - Any kind of skinny tea is proven to be a laxative
 - Companies selling these products are just interested in revenue
 - A more reliable way to lose weight is through a calorie deficit (eat less calories than your body burns)
 - This product portrays the idea of losing weight fast (which is not sustainable)
 - This product contributes to society’s standards of an “ideal body” even though all bodies are beautiful

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Contextualization:

- Detox teas don't work: they use of celebrity endorsements only promotes a toxic diet culture (Alexander, 2019).
- Promoting a toxic diet culture causes women to believe they need to look a certain way in order to be accepted by society (Alexander, 2019).
- Skinny teas have both short-term and long-term damaging effects on the body (McNeilly, 2016).
- Now that I'm more educated about weight loss and toxic diet culture, I understand that this ad is not only an example of false advertising, but it also represents toxic diet culture.

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Danica Doble

Creative Reimaging:

- Instead of saying, “for weight loss” the product should be advertising “toxic laxative”.



Sophie Plain



Quick & Close Look:

- The woman appears helpless and miserable while being ridiculed by a nonchalant laughing husband.
- The husband is confronting his crying wife; she is looking 'up' at him, desperate for his mercy

Sophie Plain



Description:

- "Don't worry darling, you didn't burn the beer!" conveys the sentiment about how a wife's role is structured
- It suggests that women are so incapable that they can barely perform the one occupation expected of them: housework
- The woman appears helpless and miserable while being ridiculed by a nonchalant laughing husband

Sophie Plain



Creative Interpretation:

- The wife's 'failure' is resolved with the simple existence of a beer
- A beer is the ultimate symbol of masculinity that can't be spoiled by women

From a larger lens, the ad itself is made for the male viewer, just like the big majority of other ads ever made (Merveustunes, 2017).

Sophie Plain



Contextualization:

The old stereotype that women should be concerned with housework while their husband goes to work is arguably the most recognizable stereotype and a common one to think about.

"The stereotype regarding women in the house has been in existence for a very long time. It is difficult to point out when it exactly started, but it is important to notice that the idea of women belonging to the kitchen has been reinforced many times over the years through ads (Kaul, 2019)."

Sophie Plain



Discussion:

It is common knowledge that advertisements affect us subconsciously, so these ads would have had a negative impact on women and girls during the mid 20th century when it was popular to depict women in this manner.

Sophie Plain



Creative Reimaging:

A husband and wife come home from their jobs and share a beer together. The couple shares a moment together in a neutral scene where the man isn't comforting the woman for burning a meal.

Rather, we have two equals sharing a beer and talking about their own respective work days. Equality is emphasized in lieu of superiority.

A beer is a better "end to a work-day" ritual.

A short horizontal bar with a teal segment on the left and an orange segment on the right.

Andrea Niosi - Reflection on the SDG Open Pedagogy Fellowship

*I am very grateful to have had the opportunity to join the SDG OP Fellowship in 2020/21. This program provides a unique experience for faculty to collaborate, create, and communicate through the development of renewable assignments embedded with the United Nations Sustainable Development Goals. As a Marketing Instructor, I could not have imagined finding common ground with educators from Art History and Mathematics: fortunately for me, I was delightfully surprised to experience the brilliance and creativity of my colleagues who joined me in creating renewable assignments focused on **visual, data, and cultural literacy skills**.*

Andrea Niosi - Reflection on the SDG Open Pedagogy Fellowship

*The opportunity to work with faculty from different institutions who serve different students than our own proved to be a rich and valuable learning experience for me. In getting to know one another, we also developed a better understanding of the kinds of challenges students face outside of our own environments. These conversations helped us identify ways in which **open pedagogy can better serve a range of students** who may otherwise not see themselves reflected in their education*



Andrea Niosi - Reflection on the SDG Open Pedagogy Fellowship

*My colleagues from Montgomery College and Maricopa Community College and I worked together to build a renewable assignment framework where students could exercise **creative agency, advocate for justice, and develop persuasive communication skills while putting a final outcome that reflected their own approach to reimagining a better world.***



Andrea Niosi - Reflection on the SDG Open Pedagogy Fellowship

The Cultural Literacy assignment provided my students with the unique opportunity to reimagine marketing in a way that serves justice and supports equality: students in Consumer Behaviour used this assignment to uncover the harmful effects of cultural appropriation, stereotyping, racism, sexism, greenwashing, and hypocrisy in marketing imagery. By combining visual literacy with data and research, students contextualized marketing images that have dominated media and perpetuated misrepresentation. I am very proud of the work students have done in this assignment and how they have approached their reimaged work with through an anti-racism lens that places a much stronger emphasis on SDG's such as Gender Equality and Sustainable Development.



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