

THE INVISIBILITY OF THE TRUE NATIVE AMERICAN IMAGE

CREATED BY- RACHEL BARRETT

PROFESSOR- KRETZ

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Abstract

For my research I focused on the portrayal of Native Americans in Media and the image that they have obtained from it. So that I could grasp what society thinks of them as a whole.

Methods/ Introduction

For this project I focused on the idea of how the media effects the image and overall view of minorities in media.

But specifically Native Americans. Throughout history media has been used to show society what is going on around them and with whom. We have always turned towards media to find out information about the things we do not know. So when it comes to different races and culture it was first nature to look at the media for answers.

With my research I did a literature review on many scholarly sources to discover the statistics and reality of the affects that media has on Society and their views towards Native Americans and their Cultures. In addition to why they effect their image so much and what is being done to change their image problem with the general public.

Results

As Native Americans take up 1.5% of the U.S. Population they are rarely portrayed in the mass media, so when they are they are portrayed in stereotypes that have carried historically. Leaving their image in the past. Thus limiting their identities. From this they develop relative invisibility, this is a term is developed with large quantities of bad quality representations of them. This eventually lead to Natives falling into these stereotypes. This is because, of the lack of exposure society has to them, they felt this was the only way to fit in.

As many other races do the same they are seen to be violent or full of crime like African Americans. They feel that the only way to be welcomed into society is to fall under these set of "norms" and standards. Which are set by the media. For example T.V. the savages the blood thirsty or the Noble, the need for the white male to help, and falling for the "native princess". Also in printing press they would use images that natives would take for fun or to prevent conflict. The staged images were used for political power over them. By publishing false stories about them to give them a bad light to society. As well as, only publishing them when males acted violently or women were interesting enough. Therefore, as most representation and modern searches result in images that are historical this image sticks awith such a small population Natives. Therefore, cannot fully represent who they are and were. Wanting to bring attention to their different cultures and tribes there are public icons and leaders working to move their image forward. As well as helping other Natives see they do not have follow these steryotypes and "norms".



Discussion

Even though there are alot of negatives to Natives public image, they are working to fix it with many others who know the truth. It has been proven to be very difficult for them to move forward from their image that is stuck in the past. Because there is a lack of proper representation and control of their image. Therefore, ince their image has never been in their hands they are slowly trying to take that power back.

However,when confronting power in the past the past head on they have not found luck. As a Acjachemen Women tried to and was booed as well as, being insulted by the council calling her "press" for standing up for the nation. However, Natives most positive outcomes are coming from social media, specifically Youtube. Where there is a lot of people standing with them for their rights and proper representation.



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