CONTENTS

List of Figures	vii
Preface	xi
INTRODUCTION	1
PART ONE	17
A GENEALOGY OF THE TROPES OF THE RACIAL C AND THEIR USE IN EARLY ADVERTISING	THER
CHAPTER 1	
Race, Slavery, and Advertising	23
CHAPTER 2	
A Colonial Racial Script and Early Advertising	37
CHAPTER 3	
Post-World War II Racial Politics and Advertising	77

PART TWO 111

DEPLOYMENTS OF THE RACIAL OTHER WITHIN THE CONTEXT OF CONTEMPORARY GLOBAL ADVERTISING

CHAPTER 4	
Advertising, Race, and Global Disjunctures	117
CHAPTER 5	
Race in Public Interest Campaigns	143
CHAPTER 6	
Race in Commercial Campaigns	189
CONCLUSION	259
References	265
Index	981