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ENLIGHTENMENT WORKSHOP SERIES

Conceptualization, Commercialization, and **Commodification of Ethnicity and Race**

A CONVERSATION FACILITATED BY:

Organized under the auspices of the USF Black Employee Steering Committee, Black Faculty & Staff Association, and the Institute on Black Life

Commercialization vs. Commodification

Commodification: process by which things or activities are transformed into commodities or services based on their exchange-value for trade.

Commercialization: process of introducing a new product or production method into commerce—making it available on the market.



What are examples of the commodification or commercialization of race and ethnicity?

(Provide your answer in the chat)



Contemporary examples



"People think they're honoring us with these mascots and logos, but they're mocking us." Michael Spears, member of Sioux South Dakota tribe. (USA Today, 2021)



More than 20 Kansas school districts still use Native American-themed mascots or imagery.











Commodity activism - the practice of merging consumer behavior with political or social goals.

Mukherjee, R., & Banet-Weiser, S. (Eds.). (2012). Commodity activism: Cultural resistance in neoliberal times. NYU Press.



The over commercialization of Lunar New Year

Michelle Jin, Graphics Editor January 28, 2022



Commercialization of Juneteenth













11 SLAVES

JANUARY 10, 1855

HERE Will Be Offered For Sale at Public Auction at the SLAVE MARKET, CHEAPSIDE LEXINGTON, All The SLAVES of JOHN CARTER, Esquire, of LEWIS COUNTY, KY. On Account of His Removal to Indiana, a FreeState. The Slaves Listed Below West All Raised on the CARTER PLANTATION at QUICK S.R.V., Least County, Kenturks

3 Bucks Aged from 20 to 26, Strong, Ablebodied 1 Wench, Sallie, Aged 42, Excellent Cook 1 Wench, Lize, Aged 23 with 6 mo. old Picinniny One Buck Aged 52, good Kennel Man 17 Bucks Aged from twelve to twenty, Excellent

TERMS: Strictly CASH at Sale, as owner must realize cash, owing to his removal to were Offers for the entire lot will be entertained previous to sale by addressing the understrated.

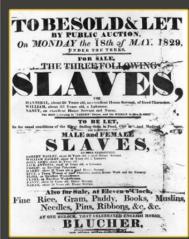
JOHN CARTER, Esq.

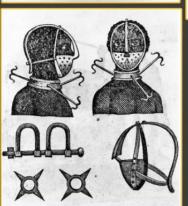
Po. Clarksburg

Lewis County, Kentucky



Origins of the Commodification of Race: Transatlantic Slave Trade







ter hereof.



TO BE SOLD,

A Likely negro Man, his Wife and Child; the negro Man capable of doing all forts of Plantation Work, and a good Miller: The Woman exceeding fit for a Parmer, being capable of doing any Work, belonging to a House in the Country, at reasonable Rates, inquire of the Prin-

Negroes for Sale.

A Cargo of very fine flout Men and Women, in good order and fit for innectiate fervice, just imported from the Windward Conf. of Africa, in the Ship Two Brotners.—Conditions are one half Cash or Produce, the other half payable the first of Juniary next, giving Bond and Security if required.

The Sale to be opened at 10 o'Clock each Day, in Mr. Bourdcaux's Yard, at No. 48, on the Bay.

May 19, 1784. JOHN MITCHELL.

Thirty Seafoned Negroes

To be Sold for Credit, at Private Sale.

MONGST which is a Carpenter, mone of whom are known to be diffioneft.

Alfor to be fold for Cash, a regular bred young Negroe Man-Cook, born in this Country, who ferved feveral Years under an exceeding good French Cook abroad, and his Wife a middle aged Wather-Woman, (both very honest) and their two Children. -Likewije, a young Man a Carpenter. For Terms apply to the Printer.

Wednesday, July 23, 1823.

cargo of about 250 fine healthy

already been taken, and access shall be continued, to keep them free from the least danger of being infected with the SMALL-POX, no boat having been on board, and all other communication with people from Charles-Town prevented.



10 LIKELY and VALUABLE

On THURSDAY the 24th inst. WE WILL SEI 3,

10 AS LIKELY NEGROES As any ever offered in this market; among them is a man who is a superior Cook and House Servant, and a girl about 17 years old, a

Ship Bance Yland, on tuesday the 6th of May next, at Apoley Ferry; a choice







We live in an era of "spectacle" production – where audiences are motivated by entertaining, spectacular imagery.

Gotham, K. F. (2017). Touristic disaster: Spectacle and recovery in post-Katrina New Orleans. Geoforum, 86, 127-135.

What are current examples of spectacle in the media?



George Floyd Murder:

One spectacle replaces another ...





Entertainment Increasingly Permeates Society and Culture

Edutainment: Education & Entertainment

Infotainment: Information & Education

Pontiewozik, J. (2005). "The Year of Charitainment" December 19, 2005. https://content.time.com/time/subscriber/article/0,33009,1142281,00.html Retrieved 2/6/2023.

Do you believe that the media is sensationalizing violence and brutality?



One major limitation – spectacles are focused around consumption and entertainment, not politics and societal transformation.



Corporate Commitments to Equity













Hewlett Packard Awesome Enterprise Diversity Goal Examples























NIKE: TURNING

CONTROVERSY

NTO DOLLARS





Give The People What They Want

87 % of consumers would purchase a product from a company that "stood up or advocated for" an issue they care about

70 % of consumers want brands to take a stand on social and political issues

Sprout Social 2022

YET

53 % of consumers believe brands that take a stand do so for PR and marketing purposes

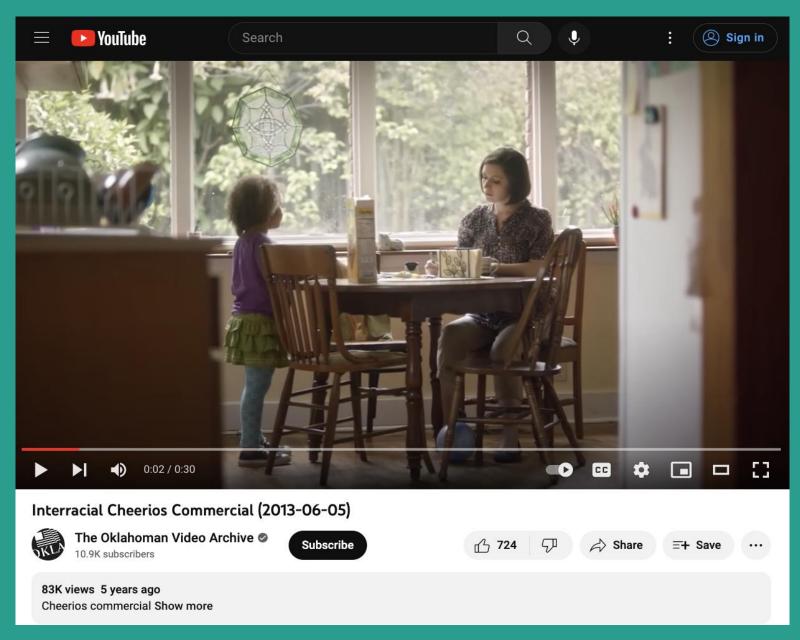
35 % believe that when a brand speaks out it's "jumping on the bandwagon"

Commercialization of Breast cancer



Pinkwashing is a form of cause marketing that uses a pink ribbon logos.







Commercial #1: https://www.youtube.com/watch?v=9J_M2qa4xh0

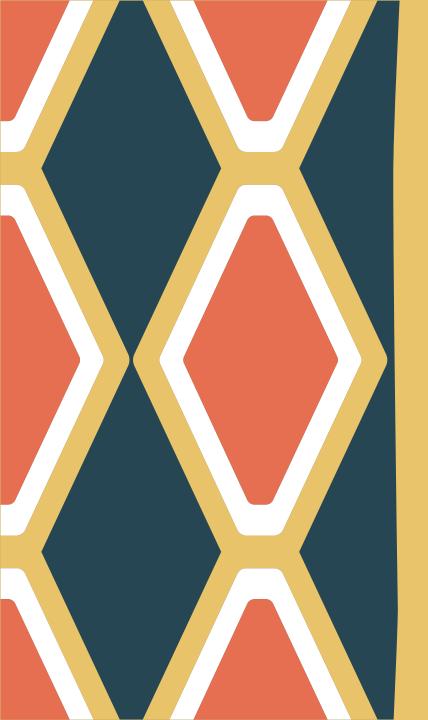


Boticário ad - Brazil



"When an allwhite family was portrayed, it earned an 89% approval rating. When an allblack family was portrayed, it received a 40% negative rating."





Diversity is Good for Business,

But.....

What About Racial Justice?

How do we hold companies and organizations accountable?

Questions & answers

Please complete the survey!



https://usf.az1.qualtrics.com/jfe/form/SV_4VDWIgFLJbkQkZw

Movimento Black Money (MBM)



"Our objective is to generate our own production chain, from supply to conscious and intentional consumption of black products and services. The movement is a kind of system hacking: an innovation center that seeks emancipation through digital tools.—
Movimento Black Money Leadership https://www.nesst.org/movimento-black-money



Can violent spectacles move people to action?







