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Diversity in Advertising

The aim of my doctoral thesis is to analyse the visual representations of ethnicity in tv advertisements which are shown in finnish commercial tv-channels during the prime-time. I am asking how ethnicity is represented visually in tv-commercials? How the adds are producing such ethnical representations as ethnic sameness and ethnic difference? How ethnicity is related to gender, social class and nationality?

Mediapresentations are built using the codes and conventions of dominant culture. Dominant implications and interpretations make reading possible but at the same time limit the different possibilities of reading. Mediapresentations such as tv-adds are producing and repeating cultural differences and stereotypes. It is also the matter of politics and exercise of power in mediapresentations: who are included in presentations and who has the power to define the representational codes and discourses.