

Explore how the dove advert uses the following elements of media language to create meaning.

The codes and conventions of the dove advert create an unconscious bias of race. For example, the models in the dove advert show a black woman turn into a white woman after using their product. More specifically, the fact that the white woman comes after using the dove product makes the audience infer that the company believe white people are superior to black people. Therefore the audience can see systemic racism as this is clearly imbedded in the normal practice of dove including their advert in 2011. Furthermore we can see that we need to dismantle this system and fight against this systemic racism.

The binary oppositions in the dove advert create an unconscious bias of race. For example, the black model is opposed with the white model. More specifically, as the white woman comes after using the product, dove seem to be inferring that the white lady is clean whereas the black lady is not. Again, this suggests that dove believe that black people are inferior to white people. Therefore the audience can see that systemic racism and white privilege is ingrained in doves company. Therefore dove, and everyone else, needs to address their own unconscious bias and destroy it.

The narrative of the dove advert creates an unconscious bias of race. For example, the producer's story line shows a black lady turned white after using dove body lotion. More specifically this is racist because the advert connotes white supremacy as it portrays the white woman as clean and the black woman as dirty. This also shows systemic racism because had there been a black person working in the company, this advert wouldn't have been published as they

would have pointed out the racism of the advert. Therefore we clearly need to work to dismantle this bias system and put an end to inequality and white privilege.