

Systemic racism is prevalent in the Dove advert through the use of anchorage. For example, the advert has the slogan “Visibly more beautiful skin”, referencing how the cover models’ skin tone gets fairer. More specifically, this builds into white supremacy; how white skin is seen as superior to black skin. It is almost as if society still sees black people as dirty and inadequate, and that everyone should aspire to look like a white person. Therefore, the Dove advert uses unconscious bias to contribute to systemic racism, built to make black people feel inferior.

Systemic racism is prevalent in the Dove advert through the use of binary oppositions. For example, the advert puts a black woman, an olive-skinned woman and a white woman next to each other, and uses the headings Before over the black woman and After over the white woman. More specifically, the advert depicts a black woman as needing improvement to become the norm; a white woman. It is almost as if anything associated with the word “black” is bad, and anything associated with the word “white” is good. Therefore, the Dove advert continues to dehumanise black people and depict them as failing to reach the beauty standard.

Systemic racism is prevalent in the Dove advert through the use of narrative. For example, a black woman, an olive-skinned woman and a white woman stand next to each other, the headings “Before” above the black woman and “After” above the white woman, against the slogan “Visibly more beautiful skin”. More specifically, the advert’s mode of address is that black people are less beautiful than white people, but if you buy this product, your skin will look fairer and paler like a white person. It is almost as if white people are seen as the pinnacle of beauty and put on a pedestal above everyone else. Therefore, the Dove advert fails to dismantle white supremacy as they believe white people are more beautiful than black people, and that black people are white people’s projects for improvement.



before **after**

Visibly more beautiful skin from the most unexpected of places – your shower.

Introducing Dove VisibileCare, our new revolutionary line of body washes that actually improves the look of your skin. With our highest concentration of NutriumMoisture™, you'll see visibly more beautiful skin in just one week. NEW DOVE VISIBILECARE CRÈME BODY WASH

dove.com

Average results in 1-2 weeks of daily use, based on clinical testing. In-home use testing, consumers noticed visible improvement after 1 week. Photos shown reflect clinical improvement at 2 weeks.