

# The Social Construct of Black Women

## The Myth of the Strong Black Matriarch

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### Objective

- Debunk myths of Black Women upheld by society and individuals
- Expose caricatures and their impact on individuals opinions of Black Women.
- Provide evidence in support of my research
- Suggest and promote a solution to the problem

### Research Question

Are Black Women being poorly represented by caricatures and myths that are believed to be true?

YES!

### Caricatures/Myths

#### **Mammy/Aunt Jemima**

- Slavery:
  - A servant and nurturer.
- Jim Crow Era
  - Neglectant mother
- 20<sup>th</sup> century Ex.:
  - Oprah Winfrey Show



### Caricatures and Myths

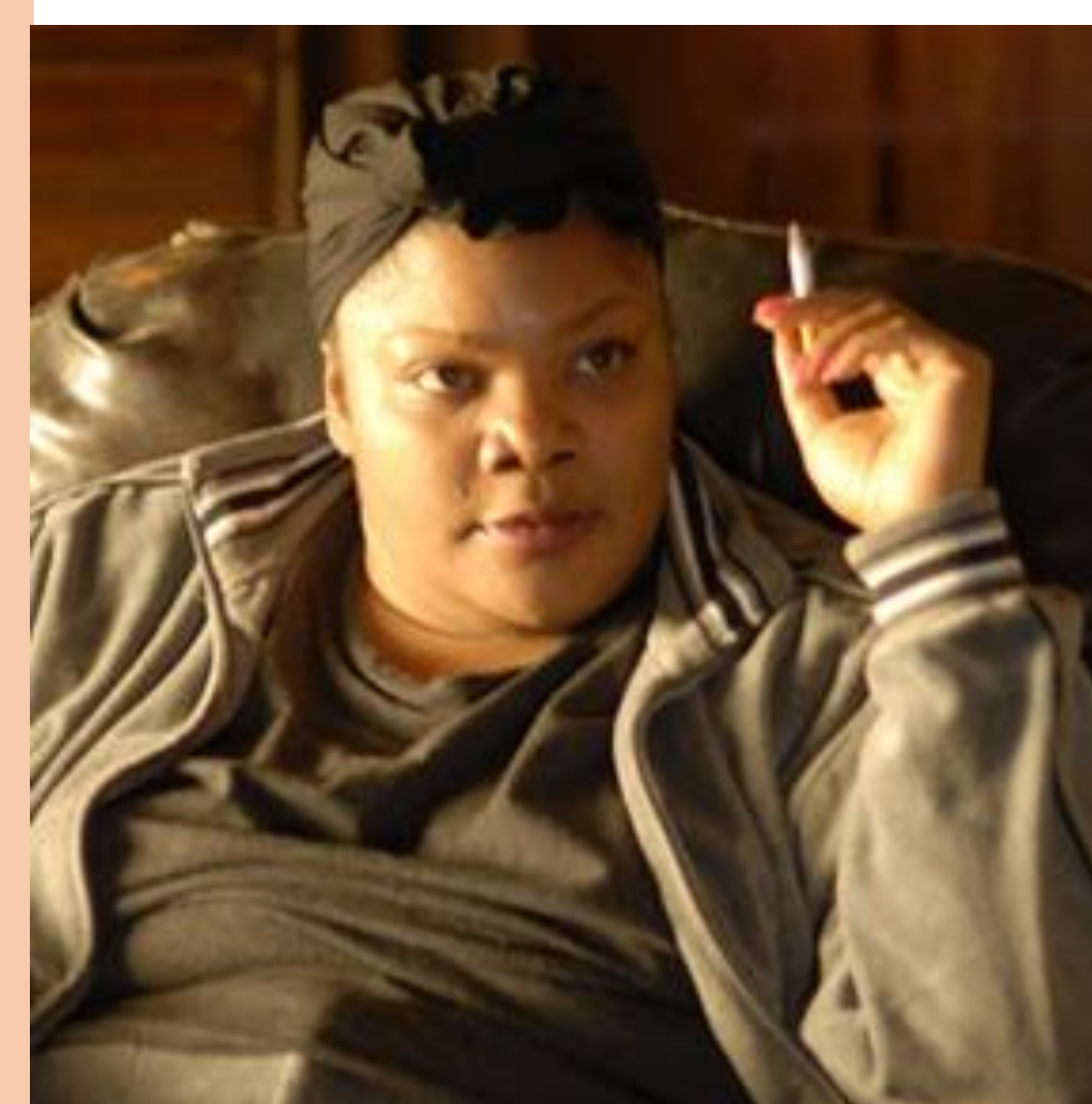
#### **Jezebel**

- During slavery as a rationalization for sexual relations between white men and black women.
- **Rape does not exist.**
- Black women are fetishes
- Ex. movie: Color Purple



#### **Sapphire**

- Started in 1800s to now
- Black women who have:
  - Attitude
  - Rule with an iron fist
  - Angry
- Ex.) Monique from the movie Precious



### Results

- Stereotypes are being believed to be true
- Slavery-2000s
- Cause low self-esteem
- Effects influence of Black women from overseas and domestic.



### Discussion/Conclusion

- What can we do to combat this?
  - Organizations:
    - D.A.R.K. Brown Girl
    - Pretty Brown Girl
    - Follow on Instagram @livingtheirlegacy
- What have you learned from my research?

CONCLUSION!
- Focused on commercial/media stereotypes of Black women.
- Be AWARE of the power of illusion and stereotypes. Do not let them influence your choices.
- Don't let them influence how you perceive others.

### References

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