

THE OCCURRENCE OF ETHNIC STEREOTYPES IN CZECH COMMERCIALS: A PILOT STUDY

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Abstract:

This pilot study is aiming to examine ethnic stereotypes in advertisements in the Czech Republic. Both content and semiotic analysis have been used for the investigation of linguistic, visual, or auditory messages. The research sample contained five advertisements. The results suggest that the appearance of Indian, African, Arabic, Asian racial groups in advertising in the European Union can't be considered as a stereotypical. Also, the result shows that advertisements with racial stereotypes do not appear in the Czech Republic and that Czech consumers are not exposed to them. Still, a question remains whether the appearance of different racial groups (with or without stereotypes) in advertising has an impact on Czech consumers' perception. The study's main contribution lies in findings that different racial groups may appear in advertising in the EU without stereotyping.

Key words:

advertisements, racial stereotyping, content analysis, semiotic analysis.

JEL: M39, L82

1 Introduction

Stereotypes play a crucial cognitive role in everyday life and advertising. Psychologists define them as mental representations of real differences between groups allowing easier and more efficient processing of information about that group (Hilton & Von Hippel, 1996); stereotypes show difference between groups of people in many life segments (Eisend et al., 2014). Not only that affects an everyday life in many possible ways, but also stereotypes can affect firms advertising. That phenomenon can make customers more associated with the product and thanks to that make customer buy more. On another hand, the same stereotype can affect advertising in a negative way – buyers will stop purchase. All that depends on more factors that may have connection to stereotypes in advertising: scheduling and media environment (Bína et al., 2019; De Pelsmacker et al., 2002), and advertising content itself including the message, colors (Gunina et al., 2017), music (Bozman et al., 1994), emotional appeals (Tellis, 2013), characters (Amos et al., 2008; Munnukka et al., 2016) and other advertisement components. Using stereotypes in advertising is not the exception: it may also influence advertising effectiveness (Zawisza & Cinnirella, 2010; Lee et al., 2002; Sierra et al., 2012). For example, negative stereotypical depictions of Islam and its members dominate in the Western media (El-Aswad, 2013). Muslims are often associated with low-paid jobs, violence and crime, and women's oppression (El-Aswad, 2013). Another one typical stereotype is stereotypes surrounding race. For example, saying that all Blacks are good at sports is a stereotype because it's grouping the race together to indicate that everyone of that race is a good athlete (Erdman, 2018).

In light of the current situation, where every state has people with different race, nationality and ethnic, customers attention is not concentrating fully on those cultural, racial and other differences

shown in advertisement (Grau & Zotos, 2016). Indeed, it affects marketing of companies. For example, H&M had an advertisement with a little Afro-American boy who wore a hoodie with the text "best monkey in the jungle." This caused a big problem for the company. After that, they started to advertise more carefully (Stack, 2018).

Although it is common to encounter advertising that is associated with different cultures, races, and nationalities, it does not mean that there are no stereotypes in it. Cultural aspects are an important pillar of marketing in general and marketing communication. The influence of culture has been discussed for many years. In his pioneering research, Hofstede defines culture as a collective mindset that distinguishes members of one group or category of people from another (Hofstede & Minkov, 2010). In terms of marketing communication, cultural prejudices with stereotypes can significantly impact the functionality of advertising (McGee & Martin, 2011). Advertising stereotypes can be positive as well as negative (Donovan & Leivers, 1993). The same comes to advertisement with different race in it. The context can be positive or negative as well as there can be non-stereotypical context at all. This study aims to examine the use of different types of ethnical and racial stereotypes in advertisements with an actor of a racial group that differs from a native White European race (Indian, African, Arabic, Asian etc.). This study answers the research question "Are racial stereotypes used in advertising in the Czech Republic?". Study aims to show some examples of advertisement, where different racial groups are shown and analyzed it from other angles to see if stereotypes would be detected.

2 Methods

This study is a pilot for further research of racial stereotypes in advertising and their perception by consumers. This study uses content analysis and semiotic analysis, methods that are suitable for the investigation of linguistic messages and visual or auditory messages.

Data from qualitative research can be transformed to quantitative data with help of systematic texts evaluating. This process is taken as junction between purely qualitative and quantitative research approaches (Gidlöf et al., 2012). Content analysis can be helpful for researchers – that can help in analyzing of perceptual and socio-cognitive constructs, that are challenging to study with the quantitative methods. On the other hand, it allows to examine enormous samples that may be problematic to employ in purely qualitative analyses (Reger, 2007).

The semiotic analysis examines the use of cultural signs and symbols. Semiotic analysis is a broad theoretical hypothesis about symbols and signs, which are associated with their meaning in synthetic and natural words and includes semantics, syntax, and pragmatics. This can be the study of symbols and behavior when using symbols, especially in language (Ivanov, 2018).

Semiotic analysis was used in this study because it is a detailed analysis of advertisements and can identify implicit stereotype messages. The research sample contains five advertisements. The use of racial stereotypes is analysed according to the definition and classification of a visual stereotypes available in literature. The analysis has a qualitative character.

For that purpose, 50 advertisements have been randomly chosen from the following sources: television, print, and online advertising used in the Czech Republic between 2000 and 2019. In that chosen sample, examples of stereotyped groups were founded. From the sample of 50 advertisements, only five showed different races than the White. Those advertisements were chosen due to the authors' presupposes about the customers' awareness of the shown brands. Well-known brands and advertisements are better for a deeper understanding of the topic. Also, chosen ads have been selected because there is a possibility of showing stereotypes – different races have participated. There was no trace of another race in another randomly chosen ad than White (for example, MONETA Money Bank ad with a cat). The next reason for choosing the exact five advertisements is the absence of a motto or another written text in it so that commercials can be rated mostly by the psychical appearance – no emotional appeals developed by text are included. That is also the reason why advertisements are not analyzed by semantic point. The last reason for choosing those same commercials is that most of them

are connected to the different spheres of the market – clothing, food, underwear, airliner, film industry. That is helpful for the pilot study because of showing more spheres where stereotypes can be detected. These ads were used for in-depth semiotic analysis for the presence of racial stereotypes.

Every chosen advertisement was analysed from 4 points of view: physical appearance, clothes, surrounding, and pose. All variables were described for each advertisement and possible stereotypes were analyzed. The main limitation of that analyse is the subjectivity. Chosen advertisements were analyzed by one person, that is why there is a need in further research.

The first chosen advertisement is from well-known company Benetton. The Benetton Group shows that people are united and make it by their specific advertisement (Polegato & Bjerke, 2006). Most advertisements of this brand are something that society does not accept easily (Kaptan, 2016). Multiple advertisements include some racial groups of people. For example, advertisement from the 90th, which was made for Benetton underwear and sleep clothes. In the Benetton manner, the advertisement shows that people from different corners of the world are united and connected (Brundage, 2016).

The second advertisement is from Lidl. The print advertisement ran in 2017. It featured a Black man presenting some clothes. People who saw the advertisement have been divided into two groups. One was against the advertisement because the person in it differed from the white racial group. On the other hand, many people did not have the racist response the advertisement even though they saw another racial group than white. (Haas, 2017).

Underwear companies like Triumph, Curvy Kate or Intimisimi are also interesting when it comes to different racial groups, which may contain stereotypes. Those are mostly shown with women from different racial groups and with women with different body types and age categories. Like an example for nearly similar companies, which was mentioned above, the Curvy Kate company was chosen. The advertisement was shown in 2015. There are ten women presenting underwear, standing freely with self-confidence. They are standing near trees and grass, which shows their connection to nature. The advertising showed natural beauty, which is the main point of companies like Curvy Kate (Dovas, 2015).

Emirates Airlines also have advertisements with different racial groups. They are known for their good-looking appearance and high-quality service. The team of the Emirates Airlines is international and so is the firm's advertising. One of the well-known television advertisements showed that Emirates Airlines can fly everywhere, and they will honour the culture where they are flying to.

The last one advertising was chosen for the film "The Intouchables" produced in France in 2011. The advertisement can be understood as typical for the stereotype about a poor black person serving a rich white man. The main characters are standing next to each other with a smile on their faces, indicating a friendly atmosphere.

3 Theoretical background

3.1 Ethnicity and race

Race and ethnicity have been studied since the beginning of the twentieth century (Murju & Solomos, 2015). The terms "race" and "ethnicity" are mostly used interchangeably, but scientifically, they are defined as independent terms. Nina Jablonski, who is one of the Pennsylvania State University anthropologists and well known for doing studies about evolution of human skin color, said "Race" and "ethnicity" have been and continue to be used as ways to describe human diversity." (Jablonski, 2012). The race is understood as a combination of cultural, physical and behavioural features (Smedley, 2013). Ethnicity distinguishes dissimilarities between people generally based on shared culture and language. The term race refers to individual populations within a larger species. Racial characteristics are physical and can range from skin, eyes, and hair colour to facial structure (Nittle, 2019). Representatives of different races usually have relatively small differences in morphology and genetics (Nittle, 2019). Blumenbach, in his studies, divided humankind into five "groups." He noted that strong ranks of distinction could not be drawn between them, because they managed to blend into one another. Those

five categories are Malay, Ethiopian, American, Caucasian and Mongolian. These terminologies were still frequently used by numerous scientists in the beginning of 20th century and is still used in our days as a significant description of the world's peoples.

While the race is recognized to individuals on the physical quality's basis, ethnicity is more often chosen by the individual. And, because it encompasses everything from language, to nationality, culture, and religion, it can enable people to take on several identities. For example, an Indian-American woman can show her ethnicity by putting on saris, bhindi and henna, or she can hide it by wearing western clothes (Alexis, 2018). Membership in an ethnic group implies some or all these cultural practices. Members of ethnic groups tend to identify with each other based on these similarities. Ethnicity is anthropological resilience because it is based on acquired behaviour rather than biological factors. Many people have varied cultural background and may fit to many ethnic groups (Nadra, 2019).

3.2 Stereotypes

The term stereotype is descriptive rather than derogatory: it may be positively or negatively taken (Taylor, 2013). A stereotype is defined as one group's generalised and widely accepted beliefs about the personal attributes of members of another group, and its essence is the perception of group members as a generic example of a type rather than as individuals (Taylor, 2013). The tendency to generalise is pervasive in advertising; Courtney and Whipple (Courtney & Whipple, 1985) point out that advertising messages must use stereotypes because stereotypes are a shorthand that helps to quickly and clearly transfer ideas and images (Dates & Barlow, 1990). Stereotypes can provide standardised mental pictures that can save interpretive effort, but that can also short-circuit or block the capacity for objective reasoning and judgment (Lazier & Kendrick, 1993).

That phenomenon can be described from different perspectives. Stereotypes can be verbal, visual, and behavioral (Quay & Hogan, 1999). All those stereotypes can be used in advertising. Verbal stereotypes are based on conversations, thoughts, mottos. A visual stereotype is how a person has been shown in advertising (Quay & Hogan, 1999). It is not only the physical appearance but also the surroundings and clothes. Behavioural stereotypes are shown by the actions of the person. If we would speak about ethnic stereotypes, like an example can be taken – Russians are hospitable, sincere, feared of authority, Russia have a lot of bears and long winter. All of this are typical ethnical stereotypes, which were developed historically. Also one of the possible perspectives is about "mould" and "mirror". There is a long-lasting debate between advertisers and sociologists about the role and social nature of advertising, especially when it comes to stereotypes within advertising. Two opposing points of view have been developed - the "mirror" versus the "mould" argument (Grau & Zotos, 2016). The mirror argument claims that advertising reflects the beliefs held by and present in society (Vierra, 2014). In that case, stereotypes are shown in advertising because they are already present in society. On the other hand, the "mould" argument assumes that advertising can mould and shape the values of its target audience (Eisend, 2009). Furthermore, the "mould" view proposes that the best thing that any advertisement can achieve is to act as a "magnifying lens," which offers a positive view of some social phenomenon. A possible interpretation of this argument suggests that in the contemporary socio-economic and political environment, which influences the value system of society, multiple factors are interfaced and interrelated (Grau & Zotos, 2016). Above you can find some studies, which are examining question of stereotype groups at different angles.

Table 1 - Studies concerning stereotypes

Authors	Stereotype is understood as:	Stereotypes' classification	Methods used in their study
Bordalo et al., (2016)	Stereotypes amplify systematic differences between groups, even if these differences are in reality very small.	Stereotypes that contain a "kernel of truth", context dependent stereotypes, Stereotypes distort reaction to information	301 participants using T-shirts design
Grau & Zotos, (2016)	Stereotypes are beliefs about a social category especially those that differentiate genders	Gender stereotypes, The 'mirror' versus the 'mold'	Examining gender portrayals in online platforms and find ways to modify current coding schemes to digital formats.
Baxtera et al., (2015)	A stereotype (or role ideology) may be viewed as a set of oversimplified, overgeneralised set of beliefs about the personal attributes of a group of people	Stereotypes by race, family structure, occupation, attractiveness, and/or gender.	A sample of 181 Australian parents was recruited via a research panel and invited to participate in an online experiment, ANOVA
Guillaume at al., (2019)	Stereotypes are consensually held sets of beliefs about a particular social group or type of person. Ad portrayals featuring stereotypes (stereotyped ad) are believed to have an advantage over those inconsistent with pre-existing beliefs (counter-stereotyped ad), as individuals have better memory for and prefer information that is consistent rather than inconsistent with a pre-existing stereotype	Counter-stereotype	Quantitative, 15 white and 15 black students. A three-way multivariate analysis of variance (MANOVA)
Chang & Kleiner, (2003)	In brief, racial stereotypes are automatic and simplified mental pictures of all members for a particular racial group. According to the University of Notre Dame Counselling Centre, when people hold stereotypes based on race, people usually ignore individual differences.	Common Racial Stereotypes of some ethnic groups	Qualitative, 6 racial groups

Source figure: own processing

3.3 Racial stereotypes in advertising

Racial stereotypes in advertising are mental ideologies to which viewers assign meaning based on their membership in a social category in order to process information. As such, stereotyping does not by definition, carry negative or positive values (Frith & Mueller, 2010). 'That is why racial stereotyping can be favorable for the advertiser as well as the viewer in instances where specific demographics are being targeted. However, it can be perceived negatively in instances where stereotyping causes offence. Marketers should be aware of the potential to cause serious or widespread offence when referring to different races, cultures, nationalities, or ethnic groups (Claire, 2014). Some stereotypes used in advertising can be taken as racism, nationalism, or aggression.

It is challenging to define racism in advertisements because there is no standard idea of what racism is (Grau & Zotos, 2016). This has led to a great debate whether it is ethical to use stereotypes in

advertising or it is not. Some people consider the use of archetypes pointing to certain groups of people as racist because it is a generalisation. Members of the group may be offended when their media illustration is disproportionately distributed across a narrow type of appearance and advertising is probably the most commonly available. However, some may think that if the images are not harmful, and they successfully target certain demographics, they are not racists and are an honest approach for advertising (Claire, 2014).

Table 2 - Studies concerning specific advertising motives

Authors	Aim / Focus of the study	Advertising content specific studied	Portrayal of specific (elements)	Methods used in their study
Bhat et al., (2018)	This study aims to find if ads depicting black–white couples elicited more negative emotions and less favourable attitude toward the ad and toward the brand than comparable ads with same-race couples.	Mixed race couples and their reaction for the ads with the same races.	Race, skin colour.	Qualitative and quantitative, 291 participants.
Zawisza et al., (2018)	The study provides evidence for the cross-national applicability of the SCM to advertising and the limited predictive value of gender attitudes for purchase intent depending on country.	British, Polish, and South African students reported feelings and judgements in response to the non-traditional 'paternalistic' advertisement and to the traditional 'envious' one.	Nationality, British, Polish, and South African	Quantitative, 557 respondents.
Grau & Zotos, (2016)	The purpose of this paper is to highlight the historical context of gender stereotypes in advertising and then examine the scholarship related to gender stereotypes.	Chinese advertising professionals and their role in perpetuating stereotypes.	Race, self-identity with person in advertisement.	Qualitative, 26 interviews.
Rößner et al., (2016)	Study examined the role of humour in gender and ethnical stereotyped advertising and found that humour is a mechanism that can reduce negative effects of stereotyping in advertising.	Ethnic stereotypes and their positive and negative effect.	Ethnicity, gender, positive effects of humour on stereotypes.	Quantitative, 208 respondents.
Chu et al., (2015)	This research proposes that the overall effect of NSGR advertising on consumer evaluation is composed of two opposing effects. This study investigates the conditions in which either the positive or the negative effects are likely to prevail. Specifically, this study identifies dual mediation, a positive effect via novelty perception and a negative effect via cognitive resistance.	Gender stereotypes in non-stereotypical gender role In advertisement, where male celebrities endorse traditionally or stereotypically female-oriented products and vice versa	Gender, non-stereotypical gender role	Quantitative, 98 respondents.
Fortenberr & McGoldrick, (2011)	The authors draw from socialization theory to explain some of the difference but suggest the high exposure of Black Americans to billboards, plus their greater openness to advertising, also contribute.	Black and white consumers level of receptiveness toward billboards.	Race, black consumers.	Quantitative, 160 respondents.

Nam et al., (2011)	The authors examined gender role stereotypes in Korean fashion magazines targeting adolescent girls.	Comparison between Korean and Western models.	Nationality, gender, feminine, Korean fashion models.	Quantitative, 943 respondents.
Jones, (2010)	This study, conducted with female consumers in Brazil, found that advertisements were (not) more effective when the subject and the model were of the same race.	Brazilian costumers and their comparison to the same race in advertisement.	Race, nationality, Brazilian models in advertisement.	Quantitative, 332 surveys.
Plakoyianna ki & Zotos, (2009)	The purpose of this study is three-fold: to provide recent evidence in the UK on the frequency of appearance of female role portrayals in print advertisements; to compare female role stereotypes across magazine types; and to explore the interface between female role stereotypes and product categories.	UK women responds to female role stereotypes in print advertisements	Gender, UK costumers	Quantitative, 3830 respondents
Maher et al., (2008)	This research examines frequency of ethnic representation, as assessed by the proportionality criterion and type of role portrayals by ethnically stereotyped groups in 155 children's commercials.	African Americans, Hispanics, Asians and Caucasians role in children's commercials.	Ethnicity, African Americans, Hispanics, Asians and Caucasians groups.	Quantitative, 155 children's commercials.

Source figure: own processing

4 Paper results

Different races appear in advertising in the Czech Republic. The advertisements were chosen based on that appearance. The study results suggest that some racial groups that differ from the native Czech white race (e.g., Indian, African, Arabic, Asian) appear in advertisements in the Czech Republic. Nevertheless, the presence of another then racial stereotypes in advertising was not examined in the sample. There were only five advertisements, which is a small sample size for a meaningful analysis. The use of racial stereotypes in advertising should be studied in-depth so that marketers can better understand the effects of messages including stereotypical elements, negative and positive advertising perceptions they can elicit, and the effectiveness of their use.

There is much advertising in the Czech Republic using non-European groups of people, even though this study analyzed only 5 of them. This study analyses companies from different parts of the services market: clothes, food, airlines, and the film industry as having been described above. All advertisements were made as a commercial for chosen products. From the author's perspective, there is a meaning in every chosen commercial. Benetton (ad #1) ad was made to sell the sleeping wear and, as usual, for the company to show that people are united. The whole advertising is based on people from different world places, and that exact ad is the same. Even though there are the same clothes on everyone, and the consumer does not really see what the company has to offer, that is clear that sleeping wear was shown. Lidl advertising (ad #2), on the other hand, shows the exact product, not only in the pictures but also in the model. From the commercial point of view, it was wise to show the customers how the product will look when on. The point of why that ad was chosen is that the model is from the non-European group, which has caused a big response in the society. Curvy Kate advertising (ad #3) is a little bit like Benetton. The policy of the company is the similarity of the customers and women in particular. So that is perfectly shown in the chosen commercial of underwear. The next

advertisement from Emirates Airlines (ad #4) is not selling the exact product, but the whole airliner service. The Fly Emirates is one of the biggest airliners in the world, and their services are on a high level, which is shown in every part of their advertising. The last advertisement goes from France film industry – The Intouchables (ad #5). Commercial before film release is usual for those part of the market, so customers stop taking that as firm advertising in some way. The aim of the shown ad is to show the main characters and announce the film was releasing. Table 1 describes every chosen advertisement from the next points of view: physical appearance, clothes, surrounding, pose, and if racial stereotypes were detected or not. This table is focused on racial stereotypes, which were not found in the chosen advertisements. Even though different racial groups were involved, there is no sight of open racial stereotypes.

This study has a few limitations. First and main limitation is the subjectivity of that research. Only one person was examining all chosen advertisements. Second one is the small sample of 5 advertisements. Those limitations can be fixed by furthermore in-depth research of bigger sample with more researchers. Next limitation is effort of examining only racial stereotypes. Another types of stereotypes, like gender, can be found in 5 chosen advertisements. The study is the pilot for further research.

Table 3 - Analysed advertisements

	Physical appearance	Clothes	Surrounding	Pose	Stereotypes
Ad #1	Black tall man, sitting on the chair, without any visible deviations. Sitting freely on the small chair.	A man sitting on the chair with one hand on the hip and one on the chair.	Whiteboard behind the man. Photo of clothes near him.	Tidy, clean clothes, dark colours, white shoes.	Not founded. People saw the stereotype in the advertising, because of not typical race for the Czech Republic
Ad #2	Not founded. People saw the stereotype in the advertising, because of not typical race for Czech Republic	In some advertising, all people 'don't have any on them	The whiteboard behind	All are standing together, showing equality and united	Not founded. In fact, Benetton is one of the firms, which is trying to show the world that all people are united and 'don't have any differences between each other
Ad #3	10 women from different age and race groups standing all together (Asian, African, Indian, Arabic, European). Woman of all shades and shapes, which shows, that companies target is woman of all types	Underwear for everyone. All are on the same level, which means that none of the race or age are winning and have better clothes then other do	Trees behind, which shows costumers that they are natural	Open poses showing independence and self-confidence	Not founded. Advertising of all those companies is based on showing that not only skinny girls can look nice in the underwear. Also, they show the costumers that all women are perfect in their own way
Ad #4	Workers of the Emirate Airlines from all over the world. Those advertising usually have all stereotyped group of people in the advertising. All of them are smiling happily, showing how they do their work with pleasure and how the customers are happy and satisfied	Work clothes of Emirate Airlines, which is beige dresses with red hats and scarf. For man its black costumes with Emirates logo. These clothes show the culture of the country they are from	In most of advertising Emirate Airline workers are in the plane or in countries they are flying to	All of the workers are smiling and moving elegantly, showing that they are a high-class company	Non founded. Emirates Airlines is an international company and they are showing it in every advertising. Not only that they are flying all over the world, but also, that they are international in their team
Ad #5	Two man with different race are standing together and smiling. Which shows that they are friendly to each other	Black person are wearing simple green hoodie and white man are wearing shirt and blazer. This can be taken as class difference between two people. One of them are wearing something cheap and simple and another one wearing something posh	The brown wall behind	There are only heads in the advertising. But can be seen that both are smiling enjoying the company	Non founded. In the advertising two men standing near each other smiling to the camera can be seen. Of course, someone can see the stereotypes in what they are wearing, but those can be explained by the age difference between them

Source figure: own processing

5 Discussion

This study shows that advertisements with different racial groups of people exist and that Czech consumers may be exposed to them. In that researched stereotypes were not found. That may mean that some companies try to avoid using stereotypes when using racial groups in advertising. The contribution of the study is to confirm the existence of advertisements with racial groups and provide an analysis of its use in advertising. Five advertisements were chosen from 50 advertisements that ran from 2000 till 2019. Each advertisement was from different sphere: underwear, food, clothes, service, movies. The second part of the study was based on semiotic and content analysis, so advertisements were studied in-depth. Each chosen advertisement was studied from the few point of view: physical appearance of the models, clothes they have on, surrounding and the pose of the model. Table 3 shows all the aspects of each advertisement. As a result, the answer to the research question "Are stereotypes used in advertising in the Czech Republic?" was given. The answer to the pilot study is no. As have been analyzed, chosen advertising has the stereotyped groups in them, but there are no significant or openly shown stereotypes from the individual point of view. The whole pilot study also contributes to the literature review, which hasn't been written for the same topic. The theoretical background has been processed as an illustration of articles that can be used for the research in the same sphere. That gains another meaning of the pilot study, which contributes a solid literature background, which hasn't been processed in other studies yet, for other researchers.

The limitation of the study is the subjectivity of the research. As have been said before, research was made by one person, which means, that that study gave only individual point of view. Another limitation is that the sample was too small to evaluate if there are stereotypes in advertising or not. There is a need for further research with a bigger sample. Also, one of the main limitations is concern on racial stereotypes. While race stereotypes weren't detected, gender of ethnical stereotypes can be founded in some of the chosen advertisements.

A study found that different racial groups appear in the Czech Republic advertising, but none of them have racial stereotypes in them. The pilot study is written as the background for further research. There is a big field to do the content analysis, that has been planned to take place in that pilot study, but due to the chosen advertisements, haven't been implemented. Content analysis can be helpful for researchers – that can help in analyzing perceptual and socio-cognitive constructs that are challenging to study with the quantitative methods. A bigger sample of the advertisements can be presented, and for example, the selection can contain some of the 50 ads that were primarily chosen for that study. Also, the study can be continued by a team of experts, so the study can have an objective conclusion. That will also help to see the bigger picture and do reliable content analysis. For further research, semiotic analysis can be expanded. For example, the author can examine advertisements from another point of view as a facial expression or color background. This study examined only racial stereotypes, but not ethnic, gender, culture, etc. Further study can be expanded with these stereotypes, so each advertisement can be described in-depth from different angles. Also, there is a need for more research methods like eye-tracking, focus groups, and interviews so that further study can be representative.

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7 Appendix

Advertisement 1 – Benetton



Advertisement 2 - Lidl



Advertisement 3 – Curvy Kate



Advertisement 4 – Emirates Airlines

<https://www.youtube.com/watch?v=o6mHPJK67D0>

Advertisement 5 – The Intouchables

