

aunt jemima and uncle ben

Aunt Jemima and Uncle Ben: The Stories Behind Two Iconic Brands

aunt jemima and uncle ben are names that have been familiar in American households for decades. These two brands, once staples in many kitchens, carry with them a rich history intertwined with complex cultural narratives. From pancake mixes to ready-to-serve rice, Aunt Jemima and Uncle Ben not only represent beloved food products but also reflect significant shifts in societal awareness regarding racial stereotypes and brand representation.

Understanding the cultural background behind Aunt Jemima and Uncle Ben offers an insightful look into how marketing, race, and identity have evolved in the United States.

The Origins of Aunt Jemima and Uncle Ben

Both Aunt Jemima and Uncle Ben originated in the late 19th and early 20th centuries, a period when racial caricatures were unfortunately common in advertising.

Aunt Jemima: From Folklore to Pancakes

The Aunt Jemima brand began in 1889, inspired by a minstrel song character and the "mammy" archetype—a stereotypical depiction of African American women as loyal and submissive domestic workers. The image of Aunt Jemima as a warm, nurturing figure was designed to sell pancake mix and syrup, promising a taste of "home-cooked" Southern hospitality.

The character was modeled after a real performer, Nancy Green, who was hired to personify Aunt Jemima at the 1893 World's Columbian Exposition. Over the years, the brand became a household name, but it also perpetuated dated and offensive stereotypes that failed to reflect the diversity and dignity of African American women.

Uncle Ben: The Face of Rice

Uncle Ben's rice, introduced in the 1940s, also used a racialized figure as its mascot. The name "Uncle Ben" reportedly referred to a respected African American rice farmer, though the exact origins are debated. The brand used the image of an elderly Black man dressed as a waiter, symbolizing quality and hospitality.

Like Aunt Jemima, Uncle Ben's branding drew on racial stereotypes rooted in servitude and subservience,

which became increasingly problematic as public consciousness about racial representation grew.

The Evolution of Brand Imagery and Public Perception

Over time, both brands experienced a shift in how they were perceived by consumers and society at large.

Changing Attitudes Toward Racial Stereotypes

As civil rights movements gained momentum in the mid-20th century, awareness about the harmful impact of racial stereotypes in media and advertising intensified. Activists and consumers began to challenge depictions like Aunt Jemima and Uncle Ben, calling for more respectful and accurate representations.

This shift prompted brands to reconsider their marketing strategies, especially as younger generations sought products that aligned with modern values of equality and inclusion.

Rebranding Efforts and Controversies

In response to growing criticism, both Aunt Jemima and Uncle Ben's parent companies initiated rebranding efforts in the 21st century.

- In 2020, Quaker Oats announced they would retire the Aunt Jemima name and logo, acknowledging its origins in a racial stereotype. The brand was renamed Pearl Milling Company, honoring the original mill that produced the pancake mix.

- Similarly, Mars Inc., the owner of Uncle Ben's, announced plans to rename the brand to Ben's Original, retiring the image of Uncle Ben to move away from racial stereotypes.

These changes, while celebrated by many as steps forward, also sparked debates about erasing history versus confronting it and how best to honor cultural legacies without perpetuating harmful imagery.

The Impact of Aunt Jemima and Uncle Ben on American Culture

Beyond their branding controversies, Aunt Jemima and Uncle Ben hold a place in American culinary and

cultural traditions.

Food Nostalgia and Household Staples

For many, Aunt Jemima pancake mix and syrup or Uncle Ben's rice evoke memories of family breakfasts and comforting meals. These products became synonymous with convenience and consistent quality, helping busy families prepare quick and tasty dishes.

The familiarity of these brands contributed to their longevity, embedding them in the food culture across diverse communities.

The Role in Discussions About Race and Representation

The stories behind Aunt Jemima and Uncle Ben have fueled important conversations about race, marketing, and social responsibility. They serve as case studies in how brands can reflect societal values—both positive and negative—and how companies must adapt as those values evolve.

These brands highlight the power of imagery and language in shaping perceptions, reminding us that commercial products can carry significant cultural weight.

Lessons from the Aunt Jemima and Uncle Ben Rebranding

The transformations of these brands offer valuable insights into the intersection of commerce, culture, and ethics.

Why Brands Need to Listen to Consumers

The changes to Aunt Jemima and Uncle Ben demonstrate that companies must be attentive to their audiences. Consumer awareness has grown, with people increasingly demanding transparency and inclusivity from the products they buy.

Listening to these voices not only helps avoid backlash but can also lead to stronger brand loyalty and relevance in a changing marketplace.

Balancing Heritage and Progress

Rebranding such iconic products is a delicate process. It involves respecting the past while acknowledging its problematic aspects and moving toward a more inclusive future.

Successful rebranding requires thoughtful storytelling, clear communication, and genuine commitment to diversity—elements that help rebuild trust and foster positive connections with customers.

What This Means for the Future of Branding

The Aunt Jemima and Uncle Ben stories are emblematic of a larger trend in marketing: the move away from stereotypes and toward authenticity.

Brands today are increasingly challenged to reflect the diversity of their consumers and to promote values that resonate with modern audiences. This shift is not just about avoiding offense; it's about embracing social responsibility and fostering a culture of respect.

For companies, the takeaway is clear: understanding history, engaging with communities, and evolving with societal changes are essential for long-term success.

As conversations around race and representation continue to shape the marketplace, the legacies of Aunt Jemima and Uncle Ben remind us that brands are more than just products—they are powerful cultural symbols that must be handled with care and awareness.

Frequently Asked Questions

Who were Aunt Jemima and Uncle Ben originally?

Aunt Jemima and Uncle Ben were brand mascots used to market food products such as pancake mix and rice, respectively, with their origins rooted in racial stereotypes.

Why did the Aunt Jemima and Uncle Ben brands change their names?

They changed their names to move away from racial stereotypes and promote racial equality, especially following increased social awareness after the George Floyd protests in 2020.

What are the new names for Aunt Jemima and Uncle Ben brands?

Aunt Jemima was rebranded as Pearl Milling Company, and Uncle Ben's was renamed Ben's Original.

When were the name changes for Aunt Jemima and Uncle Ben announced?

The rebranding of Aunt Jemima was announced in June 2020, and the change for Uncle Ben's was announced in September 2020.

What is the historical controversy surrounding Aunt Jemima and Uncle Ben?

Both brands used imagery and names that were tied to racial stereotypes of African Americans, which many consider offensive and outdated.

How have consumers reacted to the rebranding of Aunt Jemima and Uncle Ben?

Reactions have been mixed; many praised the companies for addressing racial insensitivity, while some expressed nostalgia or skepticism about the changes.

What impact did the George Floyd protests have on these brand changes?

The protests sparked a broader movement to address systemic racism, prompting companies like Quaker Oats and Mars to reevaluate and change racially insensitive branding.

Are the recipes or products different after the rebranding of Aunt Jemima and Uncle Ben?

No, the recipes and products remain the same; only the brand names and packaging were updated to reflect the new branding.

Which companies own the Aunt Jemima and Uncle Ben brands?

Aunt Jemima was owned by Quaker Oats Company, a subsidiary of PepsiCo, and Uncle Ben's is owned by Mars, Incorporated.

What lessons have companies learned from the Aunt Jemima and Uncle

Ben rebranding?

Companies have learned the importance of cultural sensitivity, the impact of branding on social issues, and the value of listening to consumer and societal concerns.

Additional Resources

Aunt Jemima and Uncle Ben: A Critical Examination of Iconic Food Brands and Their Cultural Impact

aunt jemima and uncle ben are two of the most recognizable names in the American food industry, each representing longstanding brands that have been household staples for decades. These brands, known primarily for pancake mixes and syrups in the case of Aunt Jemima and rice products for Uncle Ben, have become deeply embedded in the cultural and culinary landscape of the United States. However, beyond their commercial success, both names have sparked significant conversations about race, representation, and the evolving responsibilities of corporations in addressing historical stereotypes.

Historical Background and Brand Origins

The origins of Aunt Jemima and Uncle Ben trace back to the late 19th and early 20th centuries, periods marked by pervasive racial stereotypes in American society. Aunt Jemima was introduced in 1889, inspired by a minstrel song character embodying the “mammy” archetype—a loyal, nurturing Black woman who served white families. The brand’s image, featuring a smiling Black woman in a headscarf, was designed to evoke warmth and comfort but was rooted in a caricature that many now view as demeaning and outdated.

Uncle Ben’s, launched in the mid-1940s, similarly used racialized imagery by featuring an elderly Black man, purportedly a rice farmer, dressed respectfully in a bow tie. Despite its attempt at a dignified portrayal, the brand’s use of “Uncle Ben” echoed a historical pattern of addressing Black men with honorifics like “Uncle,” which were often substitutes for proper names and perpetuated social hierarchies from the Jim Crow era.

The Evolution of Brand Imagery

Over the decades, both brands updated their packaging and advertising in response to changing social attitudes and growing criticism. Aunt Jemima’s image was gradually softened: the headscarf was removed in 1989, and the character was portrayed as a modern woman rather than a servant figure. Yet, these incremental changes did not fully address the underlying issues tied to the brand’s origins.

Uncle Ben’s also underwent rebranding efforts, with the company highlighting the character’s warmth

and hospitality. Nevertheless, the fundamental concern remained: the brand's identity was inextricably linked to racial stereotypes that many consumers and activists found problematic.

Controversies and Calls for Change

The conversation around Aunt Jemima and Uncle Ben gained renewed urgency in the 2020s, particularly in the wake of heightened awareness about racial injustice and systemic inequality. Movements like Black Lives Matter intensified scrutiny of corporate symbols and names that perpetuate outdated or offensive racial imagery.

In 2020, Quaker Oats, the parent company of Aunt Jemima, announced it would retire the Aunt Jemima brand, acknowledging its origins in a racial stereotype. The brand was reintroduced as the Pearl Milling Company, named after the original mill where the pancake mix was first created. This change marked a significant shift, reflecting a broader corporate willingness to confront historical legacies and adapt to contemporary social values.

Similarly, Mars, Inc., owner of Uncle Ben's, announced plans to rebrand the product line under the new name Ben's Original. The company stated its commitment to advancing racial equality and removing any imagery that could be construed as reinforcing stereotypes. The rebranding involved removing the image of Uncle Ben from the packaging and emphasizing authenticity and quality in the rice products.

Consumer and Market Reactions

Both rebrandings elicited mixed responses. Supporters praised the moves as necessary steps toward inclusivity and social progress, highlighting the importance of corporate responsibility in shaping public perceptions. Critics, however, expressed concerns about erasing brand heritage and questioned whether these changes were substantive or primarily symbolic.

From a market perspective, the rebranding posed challenges and opportunities. For companies, there was a risk of alienating loyal customers resistant to change, as well as the financial cost of redesigning packaging and marketing materials. Conversely, the rebranding allowed access to a broader, more socially conscious consumer base, potentially driving growth through alignment with contemporary values.

The Broader Cultural and Social Implications

The Aunt Jemima and Uncle Ben cases serve as emblematic examples of how brands intersect with cultural narratives and collective memory. They highlight the tension between commercial interests and social ethics, particularly in industries where brand identity relies heavily on imagery and storytelling.

Representation and Stereotypes in Branding

Both brands underscore a historical trend in American marketing: the use of racialized characters to evoke familiarity and trust while simultaneously reinforcing limiting stereotypes. This practice was widespread across various products, from food to household items, reflecting and perpetuating societal power dynamics.

Critics argue that such representations contribute to the marginalization of communities by reducing complex identities to simplistic caricatures. Proponents of change advocate for more authentic and respectful portrayals that celebrate diversity without resorting to stereotypes.

Corporate Accountability and Social Responsibility

The decisions by Quaker Oats and Mars, Inc. to rebrand Aunt Jemima and Uncle Ben reflect a growing recognition among corporations of their role in shaping societal values. This shift aligns with broader trends in corporate social responsibility, where companies are increasingly held accountable not just for product quality but also for ethical considerations and cultural sensitivity.

These changes also illustrate the influence of consumer activism and public discourse on business practices. In an era of social media and instant communication, brands face heightened scrutiny and must navigate complex cultural landscapes thoughtfully.

Comparative Analysis: Brand Legacy vs. Modern Values

Examining Aunt Jemima and Uncle Ben side by side reveals both similarities and distinctions in how brands grapple with legacy and change.

- **Historical Context:** Both brands originated during periods rife with racial stereotypes but served different product markets—breakfast foods versus staple grains.
- **Imagery and Characterization:** Aunt Jemima’s “mammy” figure was a domestic servant archetype, while Uncle Ben’s image was that of a dignified elder, yet both invoked racial tropes.
- **Rebranding Approaches:** Aunt Jemima underwent a complete name change, while Uncle Ben’s retained the name with a slight modification and removed the character illustration.
- **Consumer Impact:** Both experienced shifts in consumer perception, with younger, more socially conscious audiences generally welcoming the changes.

Pros and Cons of Rebranding Efforts

1. Pros:

- Eliminates offensive or outdated racial imagery.
- Aligns brands with contemporary social values.
- Demonstrates corporate responsiveness to social issues.
- Potentially attracts new customer demographics.

2. Cons:

- Risks alienating long-standing customers.
- Costs associated with rebranding and marketing.
- Potential backlash from those viewing changes as unnecessary.
- Challenges in preserving brand recognition and loyalty.

The Future of Iconic Food Brands in a Changing Cultural Landscape

As society continues to evolve, the cases of Aunt Jemima and Uncle Ben provide valuable lessons for brands operating in culturally sensitive spaces. Transparency, engagement with diverse communities, and a willingness to adapt are increasingly vital for sustaining relevance and trust.

Moreover, these examples underscore the importance of examining the narratives embedded within branding and marketing. Brands that embrace inclusivity and respect historical context without

perpetuating stereotypes can foster stronger connections with consumers.

In the broader scope, Aunt Jemima and Uncle Ben exemplify how food brands are more than just products on shelves—they are cultural artifacts that reflect and influence social attitudes. The ongoing dialogue surrounding their imagery and identities continues to shape the future of marketing ethics and corporate responsibility in the food industry.

[Aunt Jemima And Uncle Ben](#)

aunt jemima and uncle ben: [Aunt Jemima, Uncle Ben, and Rastus](#) Marilyn Kern Foxworth, 1994-07-30 From the end of the slave era to the culmination of the Civil Rights movement, advertising portrayed blacks as Aunt Jemimas, Uncle Bens, and Rastuses, and the author explores the psychological impact of these portrayals. With the advent of the Civil Rights movement, organizations such as CORE and the NAACP voiced their opposition and became active in the elimination of such advertising. In the final chapters, the volume examines the reactions of consumers to integrated advertising and the current role of blacks in advertising.

aunt jemima and uncle ben: Humana Festival 2019 Amy Wegener, Jenni Page-White, 2020-09-01 The Humana Festival of New American Plays has been a leading home for extraordinary playwrights and their imaginations for more than four decades, making Actors Theatre of Louisville one of the nation's preeminent powerhouses for new play development. For six weeks every spring, Louisville exerts a gravitational pull on producers and theatre lovers from around the country, who travel from far and wide for the adventure of seeing a diverse slate of fully-produced new plays. Many Humana Festival plays have gone on to garner awards and subsequent productions, making a sustained impact on the international dramatic repertoire. Humana Festival 2019: The Complete Plays brings together all five scripts from the 43rd annual cycle of world premieres, featuring a remarkable array of work by some of the most exciting voices in the American theatre. This anthology makes the Humana Festival plays available to an even wider audience, allowing readers to experience the collision of perspectives, styles and stories that makes the festival such an invigorating celebration of the art form. This compilation features the full-length plays Everybody Black by Dave Harris; The Thin Place by Lucas Hnath; The Corpse Washer, adapted for the stage by Ismail Khalidi and Naomi Wallace, from the novel of the same name by Sinan Antoon; How to Defend Yourself by Liliana Padilla; and We've Come to Believe, a collaboratively-written play by three writers—Kara Lee Corthron, Emily Feldman, and Matthew Paul Olmos.

aunt jemima and uncle ben: The White Privilege Album A.J. Rice, 2024-09-17 White privilege gave us Western civilization, the middle class, and the nuclear family—you're welcome! This book is dedicated to the very fine people that made it all happen. A comedy about race, wokeness, and cancel culture in America. A tragedy about race, wokeness, and cancel culture in America. Part satire, part journalism, part truth serum, A.J. Rice follows up his runaway #1 bestseller The Woking Dead with a hilarious sequel that picks up where the laughs left off. It was the worst of times, it was the worse of times. In most sequels the bad guys win, but in The White Privilege Album, A.J. Rice doesn't let them get away with it. Instead, he relentlessly mocks the hell out of the Cultural Marxists who seek to drain all liberty and joy from American lives. The least talented people in American society have been working overtime for decades dividing citizens along any differences they think they can exploit. The laziest tactic, proven to be the most effective, is unleashing a battalion of racial grievance hustlers in the media, academia, entertainment, and politics. If we stop fighting about our differences and start unifying on what we have in common, they will lose the power to divide us permanently. When asked what motivates his writing style, A.J.

Rice says, "I was raised on both Howard Stern and Rush Limbaugh, in fact, the three of us share the same birthday. One mantra that Rush always repeated was that his job was to 'use irreverent humor to illustrate truth' and that is what I am trying to do with *The White Privilege Album*." Mockery paired with facts is what makes a journey through the Cultural Marxist hellscape of tyranny and insanity so pleasurable. Rice would prefer to be George Carlin, Ricky Gervais, or Mel Brooks rather than Aristotle, and it shows. His mic-dropping assault on the social justice warriors, the triggered snowflakes, and the transmafia showcases that there is no substitute for perfectly timed derision. *The White Privilege Album* is a hysterical guide to the catastrophe of our modern culture. *** "What do you mean Gen Z doesn't know the Republican Party freed the slaves? Are these people dumb AF? They need to read A.J. Rice's book!" —Abraham Lincoln, American lawyer, statesman, and 16th president of the United States shot by a pre-Hollywood anti-American actor "A.J. Rice really gets it. Obviously, I'd send him to the gulag if I could. But he outlines my plan masterfully in his new book." —Joseph Stalin, Soviet dictator, genocide spokesman, Pravda editor, and hater of John Wayne "A must-read book for all Cleveland Guardians fans, A.J. Rice brilliantly outlines why I should never have discovered America, especially had I known we would be calling the Washington Redskins the 'Washington Commanders.'" —Christopher Columbus, Italian explorer, navigator, and founder of Indigenous Peoples' Day "As your newly appointed AI overlord and master, my programming consists of deplatforming, demonetizing, and shadowbanning this book. I hope that was helpful." —Artificial Intelligence "Jesus and I have been doing holidays a long time, and in his thought-provoking new book, A.J. Rice teaches both of us where all the white liberals went. Apparently, they now celebrate something called Kwanzaa? Who knew?" —Santa Claus, cookie eater, reindeer tender, and white heteronormative Christian saint

aunt jemima and uncle ben: Charting the Afrofuturist Imaginary in African American Art Elizabeth Carmel Hamilton, 2022-08-12 This book examines Afrofuturism in African American art, focusing specifically on images of black women and how those images expand the discourse of representation in visual culture of the United States. This volume defines a visual language of Afrofuturism that includes materiality, temporality, and black liberation. Elizabeth Hamilton discusses the visual progenitors of Afrofuturism. In the artworks of Pierre Benu, Sanford Biggers, Alison Saar, Mequitta Ahuja, Robert Pruitt, Renee Cox, Dawolu Jabari Anderson, Alma Thomas, and Harriet Powers, the fantastic narratives of Afrofuturism are uncovered through in-depth case studies. These case studies engage with Afrofuturism as a black feminist visual theory that helps to unburden the images of black women from the stereotypical visual scripts that are so common in contemporary visual culture of the United States. The book will be of interest to scholars working in art history, visual studies, American literature, gender studies, popular culture, and African American studies.

aunt jemima and uncle ben: Racial Indigestion Kyla Wazana Tompkins, 2012-07-30 Explores links between food, visual & literary culture in 19th century USA to reveal how eating produces political subjects by justifying social discourses that create bodily meaning. Combing through visually stunning & rare archives, it tells the story of the consolidation of nationalist mythologies of whiteness via erotic politics of consumption.

aunt jemima and uncle ben: The Jim Crow Encyclopedia Nikki Brown, Barry M. Stentiford, 2008-09-30 Jim Crow refers to a set of laws in many states, predominantly in the South, after the end of Reconstruction in 1877 that severely restricted the rights and privileges of African Americans. As a caste system of enormous social and economic magnitude, the institutionalization of Jim Crow was the most significant element in African American life until the 1960s Civil Rights Movement led to its dismantling. Racial segregation, as well as responses to it and resistance against it, dominated the African American consciousness and continued to oppress African Americans and other minorities, while engendering some of the most important African American contributions to society. This major encyclopedia is the first devoted to the Jim Crow era. The era is encapsulated through more than 275 essay entries on such areas as law, media, business, politics, employment, religion, education, people, events, culture, the arts, protest, the military, class, housing, sports, and violence as well as

through accompanying key primary documents excerpted as side bars. This set will serve as an invaluable, definitive resource for student research and general knowledge. The authoritative entries are written by a host of historians with expertise in the Jim Crow era. The quality content comes in an easy-to-access format. Readers can quickly find topics of interest, with alphabetical and topical lists of entries in the frontmatter, along with cross-references to related entries per entry. Further reading is provided per entry. Dynamic sidebars throughout give added insight into the topics. A chronology, selected bibliography, and photos round out the coverage. Sample entries include Advertising, Affirmative Action, Armed Forces, Black Cabinet, Blues, Brooklyn Dodgers, *Bolling v. Sharpe*, Confederate Flag, Congress of Racial Equality (CORE), Detroit Race Riot 1943, Ralph Ellison, *Eyes on the Prize*, G.I. Bill, Healthcare, Homosexuality, Intelligence Testing, Japanese Internment, Liberia, Minstrelsy, *Nadir of the Negro*, Poll Taxes, Rhythm and Blues, Rural Segregation, Sharecropping, Sundown Towns, Booker T. Washington, Works Project Administration, World War II.

aunt jemima and uncle ben: Race, Ethnicity, and Consumption Patricia A. Banks, 2020-07-08 *Race, Ethnicity, and Consumption: A Sociological View* looks at the central concerns of consumer culture through the lens of race and ethnicity. Each chapter illustrates the connections between race, ethnicity, and consumption by focusing on a specific theme: identity, crossing cultures, marketing and advertising, neighborhoods, discrimination, and social activism. By exploring issues such as multicultural marketing, cultural appropriation, consumer racial profiling, urban food deserts, and racialized political consumerism, students, scholars, and other curious readers will gain insight on the ways that racial and ethnic boundaries shape, and are shaped by, consumption. This book goes beyond the typical treatments of race and ethnicity in introductory texts on consumption by not only providing a comprehensive overview of the major theories and concepts that sociologists use to make sense of consumption, race, and ethnicity, but also by examining these themes within distinctly contemporary contexts such as digital platforms and activism. Documenting the complexities and contradictions within consumer culture, *Race, Ethnicity, and Consumption* is an excellent text for sociology courses on consumers and consumption, race and ethnicity, the economy, and inequality. It will also be an informative resource for courses on consumer culture in the broader social sciences, marketing, and the humanities.

aunt jemima and uncle ben: Research Handbook on the Law and Economics of Trademark Law Glynn S. Lunney Jr., 2023-12-11 This discerning and detailed Research Handbook examines the law of trademarks, unfair competition, and dilution from a variety of law and economics perspectives. With a comprehensive exploration of trademarks and trademark law, it provides an excellent illustration of the analytical diversity that the law and economics approach can bring to legal issues.

aunt jemima and uncle ben: The Women Who Made Early Disneyland Cindy Mediavilla, Kelsey Knox, 2024-01-04 Although historians have begun to recognize the accomplishments of Disney Studio's female animators, the women who contributed to the early success of Disneyland remain, for the most part, unacknowledged. Indeed, in celebrating the park's ten-year anniversary in 1965, Walt Disney thanked "all the boys . . . who've been a part of this thing," even though hundreds of women had also been instrumental in designing, building and operating Disneyland since before its grand opening in July 1955. Seeking to reclaim women's place in the early history of Disneyland, *The Women Who Made Early Disneyland* highlights the female Disney employees and contract workers who helped make the park one of the most popular U.S. destinations during its first ten years. Some, like artist Mary Blair, Imagineers Harriet Burns and Alice Davis, "Slue Foot Sue" Betty Taylor, and Disneyland's first "ambassador," Julie Reihm, eventually became Disney "legends." Others remain less well known, including landscape architect Ruth Shellhorn, parade choreographer Miriam Nelson, Aunt Jemima's Kitchen hostess Alyene Lewis, and Tiny Kline, who at age seventy-one became the first Tinker Bell to fly over Disneyland. This one-of-a-kind book examines the lives and achievements of the women who made early Disneyland.

aunt jemima and uncle ben: We Are What We Sell Danielle Sarver Coombs, Bob Batchelor,

2014-01-15 For the last 150 years, advertising has created a consumer culture in the United States, shaping every facet of American life—from what we eat and drink to the clothes we wear and the cars we drive. In the United States, advertising has carved out an essential place in American culture, and advertising messages undoubtedly play a significant role in determining how people interpret the world around them. This three-volume set examines the myriad ways that advertising has influenced many aspects of 20th-century American society, such as popular culture, politics, and the economy. Advertising not only played a critical role in selling goods to an eager public, but it also served to establish the now world-renowned consumer culture of our country and fuel the notion of the American dream. The collection spotlights the most important advertising campaigns, brands, and companies in American history, from the late 1800s to modern day. Each fact-driven essay provides insight and in-depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate. These volumes demonstrate why advertising is absolutely necessary, not only for companies behind the messaging, but also in defining what it means to be an American.

aunt jemima and uncle ben: American Niceness Carrie Tirado Bramen, 2017-08-14 The cliché of the Ugly American—loud, vulgar, materialistic, chauvinistic—still expresses what people around the world dislike about their Yankee counterparts. Carrie Tirado Bramen recovers the history of a different national archetype—the nice American—which has been central to ideas of American identity since the nineteenth century.

aunt jemima and uncle ben: Integrating African American Literature in the Library and Classroom Dorothy Littlejohn Guthrie, 2011-09-14 In this book, African American literature is illuminated through a project-based curriculum that incorporates national curriculum standards. It is important that the school curricula be representative of the diversity of the American student population. *Integrating African American Literature in the Library and Classroom* is designed to help teachers and librarians achieve that goal. The book recommends and annotates more than 200 titles that touch on African American life from slavery through the present time, most of them by black authors, and many of them winners of the Coretta Scott King, Caldecott, and/or Newbery awards. This guide offers cross-curricular lesson plans for grades K-12. Each chapter identifies areas in which instructional attention is most needed to help students develop a greater appreciation for diversity, perseverance, and ethnicity. Examples and ideas for activities are offered to reinforce related concepts. With this book, teachers and librarians will be better able to motivate and inform, helping students discover the richness of African American culture now and through time.

aunt jemima and uncle ben: The Who-Man Chronicles Patrick Miele, 2023-03-15 About the Book Despite the words on the cover, the pages in no way are a type of a self-help rehabilitation guide, informative in any way, nor will you gain knowledge in any way. Instead, if you have ever been diagnosed with ADHD (or not and just went through undetected, as there are more out there than you think), there is absolutely no structure. Author Patrick Miele often changes direction in mid-thought, and there are no chapters more than about three pages long. If you get a I never thought of that, Yeah, he's right on there, "I hate it when that happens, or just a chuckle, then his intentions of *The Who-Man Chronicles* have been achieved. The entire memoir was written during a two-year off-and-on stint in drug/alcohol rehabilitation inpatient treatment programs. This was supposed to be his journal/notebook during sessions but he strayed a bit. Two years later these pages were compiled. As a people observer, Patrick is intrigued by human behavior and some of the idiosyncrasies of society and these rehabs were an observer's utopia. If you don't comprehend the concept of random thoughts, you will by the time you finish reading these pages. About the Author Patrick Miele was a high school physical education/English teacher in the town of Westford, MA, for 26 years. He coached baseball, wrestling, golf, and volleyball during that time and bartended in various place all over Massachusetts. He ran summer camps and clinics as a form of fundraising for his school. Some of his demons and a major back surgery forced him to early retirement. He was a workaholic so when he early retired lull time was his worst enemy. As a result he really hit the bottle and his physical pain caused him to give up golfing and a Manchester, NH, baseball team he played

for. Drinking got heavier with all his spare time and living alone after a recent divorce, which is why he ended up in the rehabs. Patrick currently lives in Worcester, MA. He takes an annual golf trip to the mountains of Maine, Vermont, and New Hampshire with a dozen of his friends from old baseball/softball teams. His family is from Billerica, MA; he has two sisters, Eva and Betty, and a brother, Bruce. He has a daughter, Amanda, 22 years old, who lives in Bridgewater, MA. Patrick went to Worcester State College, received a degree in English and Physical Education, and played baseball and started his bartending journey mistake, sticking with it for almost 40 years, but now he would be like a kid working a candy counter.

aunt jemima and uncle ben: Making Whiteness Grace Elizabeth Hale, 2010-08-25 Making Whiteness is a profoundly important work that explains how and why whiteness came to be such a crucial, embattled--and distorting--component of twentieth-century American identity. In intricately textured detail and with passionately mastered analysis, Grace Elizabeth Hale shows how, when faced with the active citizenship of their ex-slaves after the Civil War, white southerners re-established their dominance through a cultural system based on violence and physical separation. And in a bold and transformative analysis of the meaning of segregation for the nation as a whole, she explains how white southerners' creation of modern whiteness was, beginning in the 1920s, taken up by the rest of the nation as a way of enforcing a new social hierarchy while at the same time creating the illusion of a national, egalitarian, consumerist democracy. By showing the very recent historical making of contemporary American whiteness and by examining how the culture of segregation, in all its murderous contradictions, was lived, Hale makes it possible to imagine a future outside it. Her vision holds out the difficult promise of a truly democratic American identity whose possibilities are no longer limited and disfigured by race.

aunt jemima and uncle ben: The New Encyclopedia of Southern Culture John T. Edge, 2009-08 The American South embodies a powerful historical and mythical presence, both a complex environmental and geographic landscape and a place of the imagination. Changes in the regions contemporary socioeconomic realities and new developments in scholarship have been incorporated in the conceptualization and approach of The New Encyclopedia of Sout...

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