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## Negative advertising is a form of disrespect

When the Rev. Paul Scott of Durham and the Inspiring Men to Act Against Negative Influences (IMANI) saw the alcohol beverage "Phat Boy," (which began selling four months ago) they considered its marketing a slap in the face for the African American community. Scott said the marketing of malt liquor targets youth

**Paquita Herring**

because it is cheaper, comes in a bigger bottle and has a higher alcohol content than beer. The front of the bottle is a picture of ginseng, a reputed aphrodisiac, and a red black and yellow label.

Previously Scott called attention to alcohol and tobacco marketing by leading a boycott against Everfresh Juice Co. which packaged fruit juice in flat square bottles that resembled a whiskey bottle. As a result stores pulled the juice from shelves.

The African American communities need to put an end to the negative advertising, tobacco and alcohol are only two of the many things that are plaguing the black community. The companies use stars such as Ice Cube to advertise beer because that is who they feel represents the majority of the black community. The community as a whole needs to pull together to fight against negative advertising by recognizing the messages that are aimed at the black community and not feeding into them. Once we look at negative advertising as a blatant form of disrespect then we can work to make sure that advertisers conform to our standards.

*The opinion expressed in this column is that of the author and does not necessarily reflect the opinion of the Bennett Banner staff.*



### THE BENNETT BANNER

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Some photographs published in the Banner are courtesy of the Public Affairs and Marketing Office.

Student Opinion Poll:

# Bellespeak

*What should be done about the negative advertising being presented in the African-American communities?* Photographs by Ronda Stingley.



**DEMETRIA BELL**  
CLASS: JUNIOR  
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*Negative advertising can be handled like all other evils over which the masses have no control. In our homes we must teach our youths about these advertisements and what they contribute to the black community, also we need to explain the consequences of supporting those products which highlight blacks in a negative fashion.*



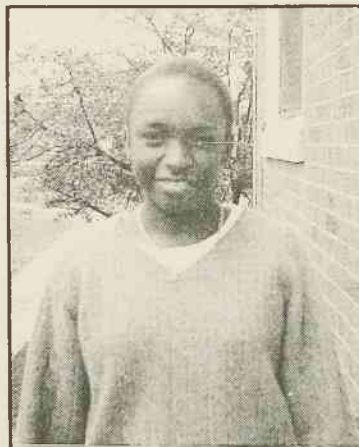
**TRACEY CALDWELL**  
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*The negative advertising in black communities should be replaced with more positive images. For instance, instead of the billboards of a half-naked woman with a malt liquor bottle there should be a sign about how "Knowledge is Power" This may help change the negative way of thinking in our communities.*



**SAMETRIA HART**  
CLASS: SOPHOMORE  
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*Prove all negative statements wrong in a nonviolent way.*



**LESLIE FERGUSON**  
CLASS: FRESHWOMAN  
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*I think we should seek to promote change in our communities through furthering education. Education provides power to offset the negative influences and portray positive images for the children of our future.*



**THERESA A. BUSH**  
CLASS: JUNIOR  
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*Negative advertising in the black community is degrading. Ebonics should not be used in advertising towards blacks because it is ignorant. Not everyone talks and thinks in an Ebonic manner.*



**KEITA WHITE**  
CLASS: SENIOR  
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*I don't think there is anything you can do except look at ourselves and find out why we are their target audience.*