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Chasidy Harris
Symposium of Scholars Submission
Spring 2022

Sample Holiday Cards: A Way to Envision Your Families Holiday Card or A Reinforcement of Racism and Heteronormativity in America.

Thousands of Americans send out holiday cards each year, and increasingly these cards are ordered online in bulk and are adorned with photos for family and friends. The United States is considered a "melting pot" with a diverse population of citizens, both natural-born and immigrants. However, evidence shows that current advertising does not typically reflect the diversity present in the United States population. This paper aims to show how the advertisement photo holiday cards through sample cards posted on the retailer's website include mostly white heterosexual couples and families and fewer same-sex couples (with and without children), racial-ethnically diverse families. This paper will explore the presentation of the sample holiday cards on retailer websites to determine if their advertising accurately represents America's socio-cultural diversity. We anticipate that the results will show that retailers more frequently cater to white Americans in their holiday card advertising by using white models for their sample cards. Additionally, we anticipate the results to show that retailers present families and couples as heteronormative and are less likely to show homosexual couples and family models.