

Public Abstract

First Name: Maria

Middle Name: L.

Last Name: Martinez

Adviser's First Name: Cynthia

Adviser's Last Name: Frisby

Co-Adviser's First Name:

Co-Adviser's Last Name:

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Department: Journalism

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Title: A SOCIAL IDENTITY ANALYSIS OF RACIAL MINORITY PROFESSIONALS WORKING IN THE ADVERTISING AND PUBLIC RELATIONS INDUSTRIES

This research examines how racial minority professionals working in the advertising and public relations industries construct their racial identities through the use of semi-structured interviews and through the framework of social identity theory. By using research questions such as, How do racial minorities choose advertising and public relations as careers, and what are the factors that influence that choice?, How do racial minority professionals construct and display their identities as racial minorities in the advertising and public relations industries? and more, the researcher discovered that participants participated in racial identity negotiation in accordance with social identity theory. By seeking out racial minority professionals who are currently working or have had experience working in public relations and advertising, the researcher explores identity negotiation relates to the recruitment and retention of racial minorities in these industries, along with the broader element of long-term implications for these industries.