

SPIRALS OF SILENCE: EXAMINING AFROCENTRIC AND EUROCENTRIC
HAIRSTYLING FOR BLACK WOMEN IN BROADCAST NEWSROOMS

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ABSTRACT

For Black women in broadcast news, the decision on how to style their hair has been both an internal and external debate for decades. For some, that choice has negative consequences from white producers in the newsroom. This project examines Eurocentric and Afrocentric hairstyling decisions of black women who currently or have previously anchored and/or reported in various television markets throughout the United States, with the objective to find whether or not a spiral of silence exists for those black women who express desires to reject Eurocentric hairstyling in the newsroom by conforming to Afrocentric styles.