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A Convergence of Culture: A Content Analysis of European Standards of Beauty  
in Cosmetic Advertisements in *Ebony* Magazine

A content analysis was conducted to determine whether European standards of beauty were present in cosmetic advertisements in *Ebony* magazine. The advertisements came from a 20-year span of the publication (1983-2003). Social context was also analyzed to determine whether a relationship existed between the images portrayed in the advertisements and any major historic events, movements, or trends during the 20-year period. Categories of content were used to determine the year the advertisement was published, size, placement, and the product advertised. Categories of content were used to determine physical descriptions of the models according gender and characteristics of skin color, hair, facial features, and body types. Categories of content were also used to determine how the model was portrayed in terms of framing, activity, and perceived role in the advertisement. Coding criteria was based on historical characteristics of European and African American standards of beauty. A significant relationship was indicated between dominant slant and composites of European, African American, and “other” physical types in cosmetic advertisements in *Ebony* magazine. A meaningful relationship was also indicated between physical composites and size of advertisements.