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The Cinematic Footprint: A Deeper Analysis of Minority Representation In Entertainment

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The Cinematic Footprint: A Deeper Analysis of Minority Representation In Entertainment

Chanque Peart, The College at Brockport

Mentor: Dr. Barbara LeSavoy

Research Question

What is the main determinant of the increase in minority representation in the entertainment industry?

Methodology

A literature review and analysis of statistics will be utilized in order to assist in identifying the main determinant still present in this field and what this looks like in comparison to those who are non-minorities.

Limitations

- These results only include U.S population.
- The racial make-up of the U.S population is subject to change.
- The increase is significantly less when compared to share of roles in the white population.
- Minority groups such as Asian and Natives were not measured in share roles in the 2018-2019 figures.

Acknowledgments

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Introduction

The development of minority representation and racial awareness within the history of the American entertainment Industry, is on the rise, with the explosive immersion of films and television series consisting of casts and directors who are minorities. This research identify factors, similarities and data to support the visible increase.

Results of Literature Review

According to the UCLA's Hollywood Diversity Report conducted in 2018 and 2019,

- As of 2016 Minorities constitute nearly 40% of the U.S population and are projected to become the majority within a few decades.
- There has been a notable increase for overall cast diversity in film, broadcast television and cable television, with cast diversity peaking at 51%.
- As of 2018, more than 28% of lead roles for new shows and movies were actors of color, this increase can be directly correlated to the increasing diversity of the U.S population.

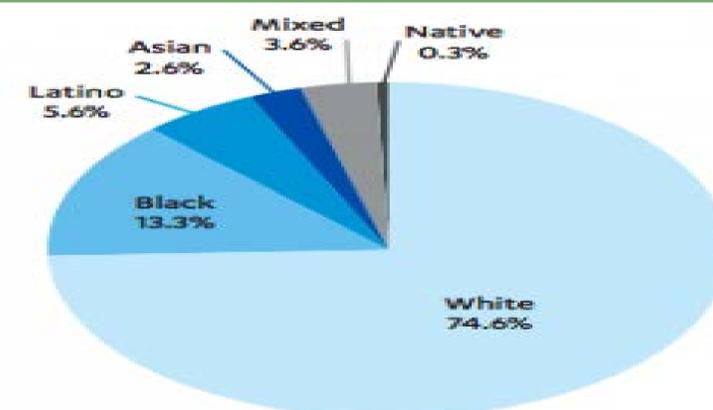
Conclusion

The main determinant for the peak in minority representation is due to the rapid increase in minority groups in the U.S population. The population is seeking entertainment realism in film and television content, that directly reflects the growing diversity in the population. These findings can be linked to the significant increase among share of roles in the minority categories.

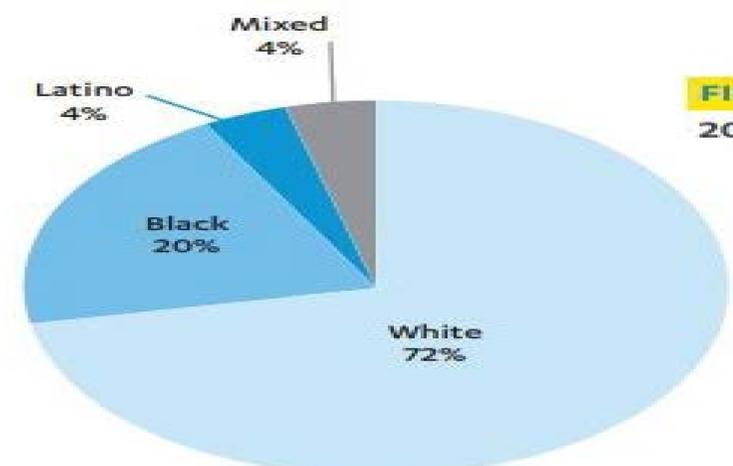
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Share of Roles by Race, 2015-2016 Season



Share of Roles by Race, 2017-2018 Season



A projection of the U.S population by 2044
Racial Make-up of US Population- 2044

