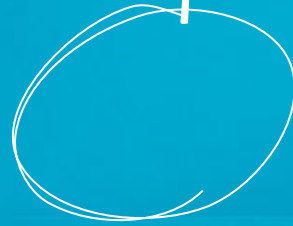


Consumer Capital

&



Queer

Representation



Candice Roberts

Communication Arts @ SJU

@popmediaprof

I.

# Rhetorical Power of Advertisements



symbols of  
materialism



economic metaphors

2.

LGBTQ Imagery and  
Representations in Ads

# Historicizing Queer Consumerism

## Three Phases of the LGBT Market Segment (Branchik, 2002)

- Pre-1941 Underground Phase
- 1941-1970 Community-Building Phase
- Post-1970s Mainstream Phase



# Mainstreaming Gay

## ■ Early strategies

- Avoidance
- Embedding (Comeforo, 2013)

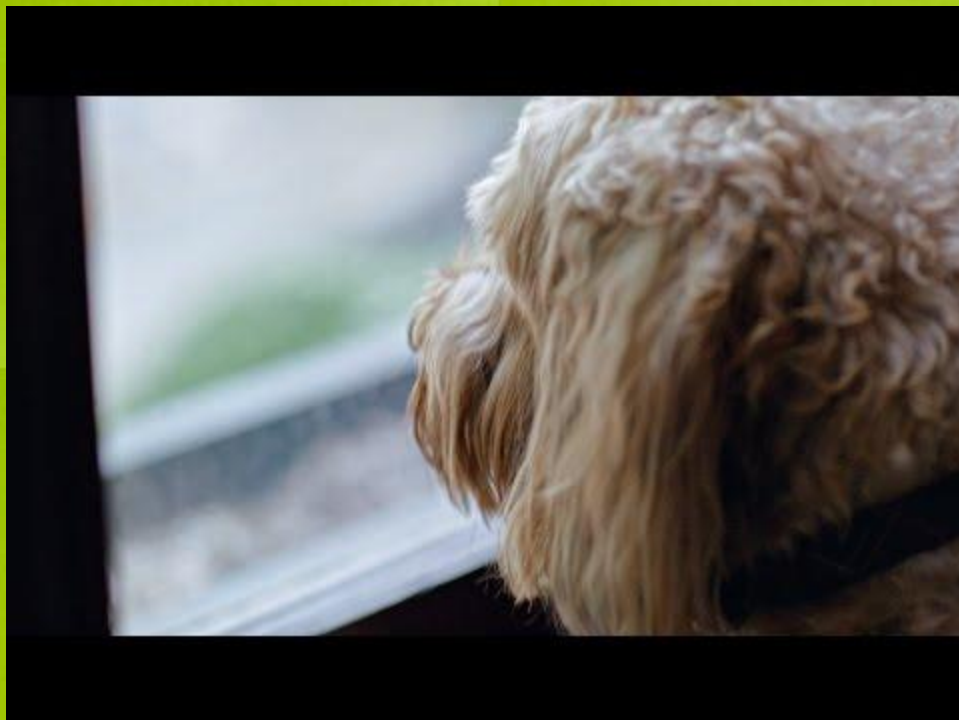
## ■ Reaching out to LGBT Consumers without alienating the general population

- Implicit cues and denotative meanings









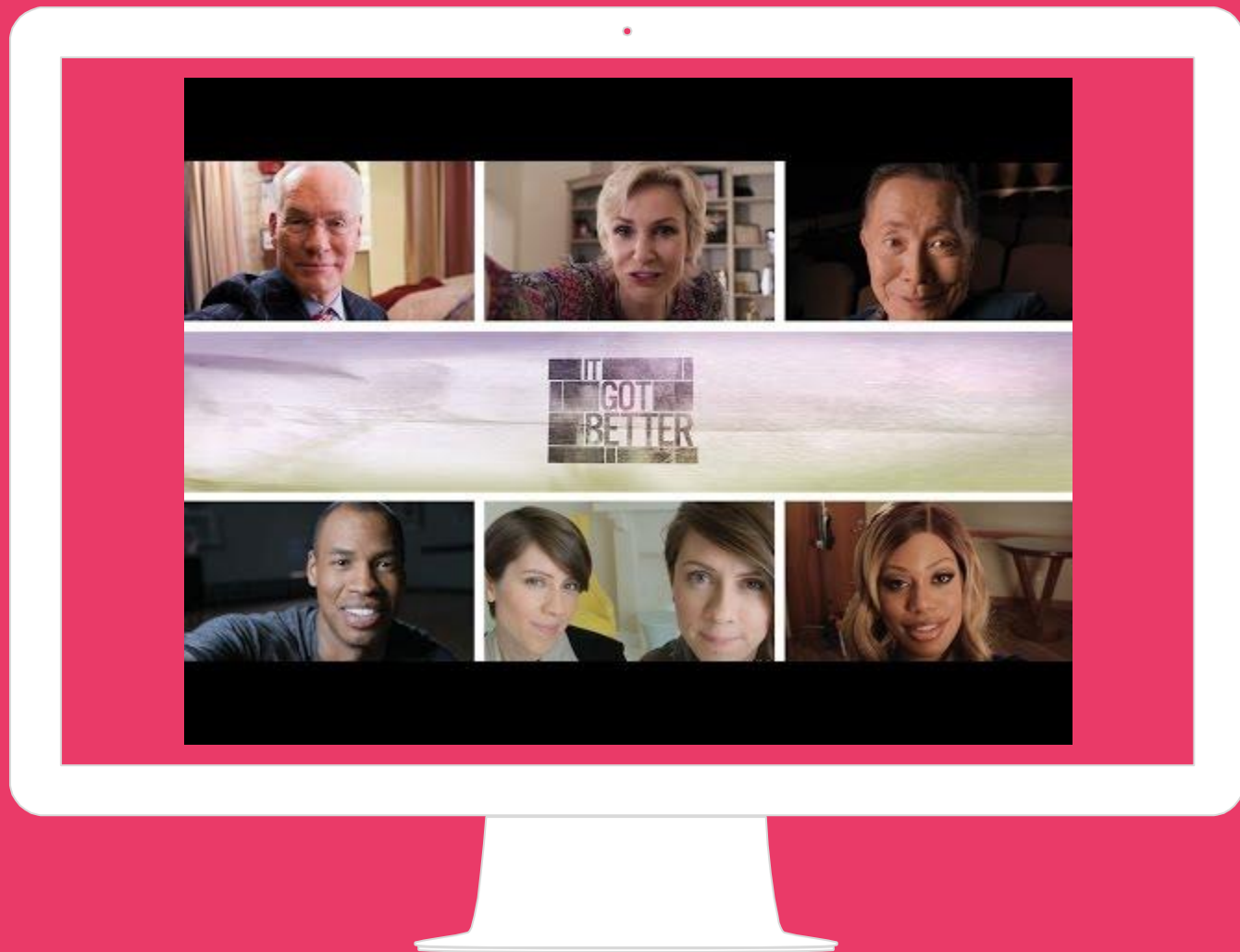
# Symbols of materialism



WILL YOU PROMISE TO NEVER STOP COMPLETING MY  
SENTENCES OR SINGING OFF-KEY, WHICH I'M AFRAID YOU  
DO OFTEN? AND WILL YOU LET TODAY BE THE FIRST  
SENTENCE OF ONE LONG STORY THAT NEVER, EVER ENDS?

WILL YOU?





*economic metaphors*



# Targeting Strategies

## TARGET

- ★ general
- ★ niche

## NARRATIVE

- ★ normalization
- ★ outsiderhood

## APPROACH

- ★ gay window
- ★ gay specific



3.

## Consumer Capital



"...minority consumers negotiate cultural tensions of their subcultural identity and their struggle between subcultural validation and mainstream assimilation."

(Tsai, 2011)

# Consumer Capital Strategies



Cultural  
capital



Subcultural  
capital



Tribal  
capital











BECAUSE PRIDE  
MOVES US ALL  
TO MOVE  
OURSELVES.

**EQUINOX**  
#POWEREDBYPRIDE

evolving strategies  
employ

(creative) consumer capital  
reinforce

economic metaphors  
through symbols of materialism

Thanks!



Any questions?

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