

**Bethel Dukes Branch, Washington, D.C.**

**Presents**

**Jared A. Ball**

Discussing

***“The Myth and Propaganda of Black Buying Power”***

Dr. Ball will discuss his book which offers a history of and proof against claims of "buying power" and the impact this myth has had on understanding media, race, class, and economics in the United States. He argues that commentators have misused this claim largely to blame Black communities for their own poverty based on squandered economic opportunities. He also exposes the claim as both a marketing strategy and myth.



Dr. Ball is a professor of Communication Studies at Morgan State University in Baltimore, MD. and is founder/curator of [imixwhatilike.org](http://imixwhatilike.org), a multimedia hub of emancipatory journalism and revolutionary beat reporting.

**January 23, 2022 @ 3:30 PM**

**Mark your calendar and register today!**

[https://us02web.zoom.us/meeting/register/tZEkf-2urD4uE9HMjuJQ\\_fNO9vD3pkrgaJbj](https://us02web.zoom.us/meeting/register/tZEkf-2urD4uE9HMjuJQ_fNO9vD3pkrgaJbj)



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