Hair Matters: African American Women and the Natural Hair Aesthetic

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Abstract
This thesis addresses the negative cultural and social connotations of natural hair for African American women. This issue is examined throughout history from slavery to present day with a visual analysis of hair care advertisements. Presently, natural hair is gaining more positive implications; which can be affected by creating more positive images with natural hair. Using art as the vehicle for social change and using research to inform art has a positive impact on teaching and learning in the art classroom.

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