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Abstract

We believe large wedding advertisers are creating a bias perception of cultural weddings and wedding parties. From preliminary research, we have found that large, international, wedding opinion leaders such as David's Bridal and Tiffany and Company are setting a perceptive standard of same-ethnic couples within one wedding advertisement. Although they cover a wide range of ethnic backgrounds through traditional wedding scenes, they do not cross cultures within a single advertisement. Recently, there has been an increase of homosexual wedding advertisements, but all advertisements we have studied so far in these companies have been completely white or of English descent. We hope to study and track the effect these advertisements have on young singles, couples and married adults in both traditional and non-traditional relationships. We expect to find that these advertisements don't necessarily dictate who a person pursues a relationship with, but that these advertisements don't represent the diverse relationships that are becoming more common in the 21st century. Results will be shared at Scholars Week Presentations.