I analyzed media images from the Antebellum period in order to find patterns and hidden examples of discrimination. I focused on how African Americans were viewed during this time, more specifically through the Mammy, Coon, Uncle Tom, and Pickaninny images. I then went into more detail about why these ads were shown, who benefited from them, and what it meant for African Americans in general. Finally, I talked about how these images of African Americans were very unrealistic, even for this time period. Overall, the analysis shows how stereotypes perpetuated through the media can be used to negatively portray groups in society.