

In the 21st Century Have the Demographics and Social Changes Regarding the Hispanic Population in the United States Impacted Military Advertising?

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Abstract

Over time, The United States' racial demographics have evolved and continue to do so, as the fastest growing minority population is Hispanic Latinos/as. The objectives of this proposal are to conduct a historical analysis of various primary and secondary sources in order to see how military advertisements have evolved. My paper focuses on analyzing military advertisements in the 21st century, and seeing if the demographic and social changes regarding the Hispanic population in the United States have impacted military advertising. This area is significant to explore because US racial demographics are changing, as the fastest growing minority population is Hispanic Latinos/as. My analysis has led me to believe that in recent years, the demographic and social changes regarding the Hispanic population in the United States have impacted military advertising. In the past joining the military was presented as an honorable sacrifice, whereas nowadays it has become more about the benefits that come with enlisting.