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The Portrayal of Native American Stereotypes: A Semiotic Analysis of Sports Logos Overtime

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Abstract

Mascots and logos play a crucial role in the branding of sports teams. When establishing a logo, organizations want a sign or symbol that is meaningful and widely recognizable. This study examines the portrayal of Native American Indian stereotypes within sport team logos of the Cleveland Indians, the Atlanta Braves, the Washington Redskins, the Chicago Blackhawks, the Syracuse Orange, and the Illinois Illini over a 90 year period. The study consists of a semiotic analysis of six major sports team logos, their logo changes and a review of external factors over time. Practical implications as well as future research are discussed.

Keywords

Sports Logos; Native Americans; Semiotics