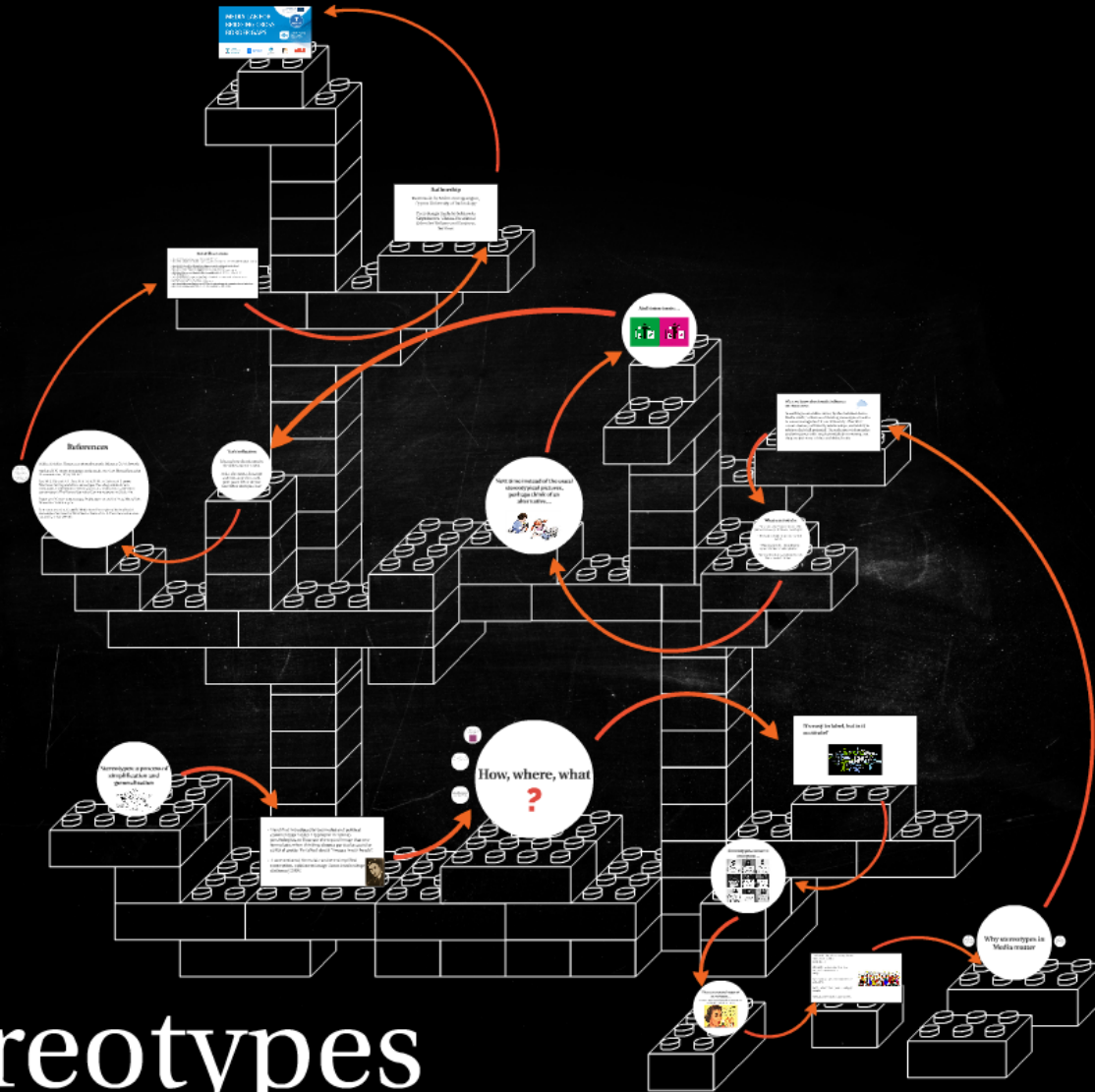
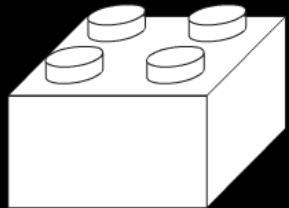


Media stereotypes

(And how to challenge those images in our heads...)



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Stereotypes: a process of simplification and generalisation



- Word first introduced by journalist and political commentator Walter Lippmann in 1922 to psychologists to illustrate the typical image that one formulates when thinking about a particular social or cultural group. He talked about “images in our heads”.
- A conventional, formulaic and oversimplified conception, opinion or image (American heritage dictionary 2000)



Not all stereotypes are obvious. Watch out!



Visual messages can play a profound role in the construction of social memory.



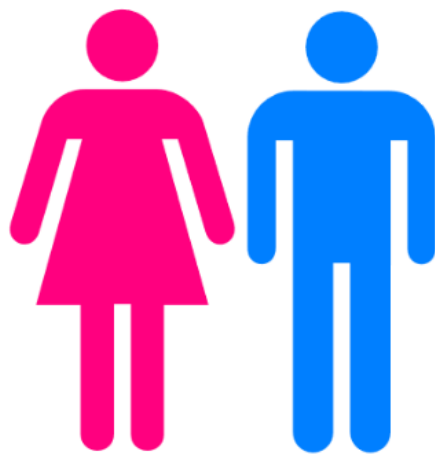
Stereotypic messages can be disseminated through language and images, in traditional and new media, broadcast or press, news and entertainment programs, ads and spots.



How, where, what



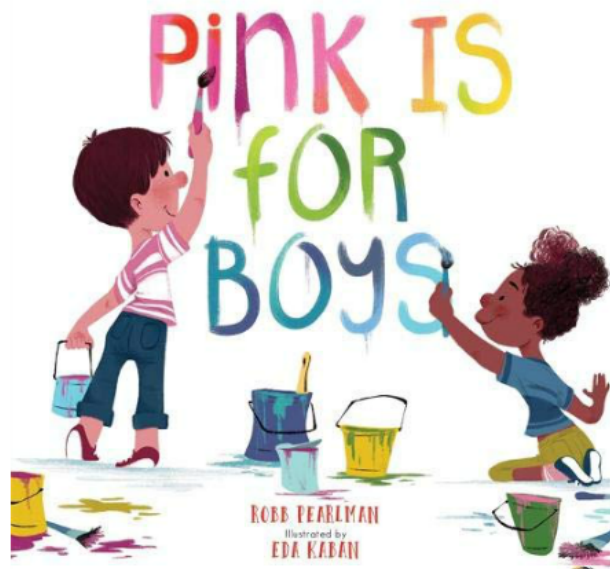
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It's easy to label, but is it accurate?



Stereotypes concern everyone...



There are several types of stereotypes...

Gender – men as professionals, women as the weak gender and the caregivers



(and while things have changed since then, there is still a lot to do...)

Ethnicity – e.g. emphasis on the origin of a suspect on a story.

Age – older people portrayed as non-attractive.

Sexual orientation – jokes about gay people.

Appearance/weight/beauty norms.



Why stereotypes in Media matter



Much of what we "know" about our modern world depends on other people through the media. In the case of social groups and especially minorities, information received from the media might be the only way to reach them. The media could play a big role in providing some of these images and pictures that make up our "agreement reality" (Habibie, 1992, cited in Gorfum).



In times of crisis, as in the refugee crisis or during events like elections, stereotyping in media is probable to augment.





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What we know about media influence on stereotypes



According to an online survey by the Common Sense Media study, “a lifetime of viewing stereotypical media becomes so ingrained it can ultimately affect kids’ career choices, self-worth, relationships, and ability to achieve their full potential”. Superheroes with muscles and princesses with long hair might do no wrong, but they are just some of the established traits.

What can you do:

- Be a critical media consumer – Ask yourself: who says it? Who is showing it?
- Be ready to doubt your constructed beliefs.
- Expose yourself to more diverse representations of other groups.
- Don't rush to make assumptions. Ask, take a second opinion.

**Next time instead of the usual
stereotypical pictures,
perhaps think of an
alternative...**



And some more...



Task/reflection

Discuss how the pictures in the slides appear to you.

Make alternative drawings and exchange them with your peers. What do you like? What don't you like?

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List of illustrations

- <https://www.pinterest.com/pin/439312138627753097/>
- [http://imnotwhoyouthinkiamstereotypes.weebly.com/uploads/1/0/8/1/10810676/8250219_orig.jpg?
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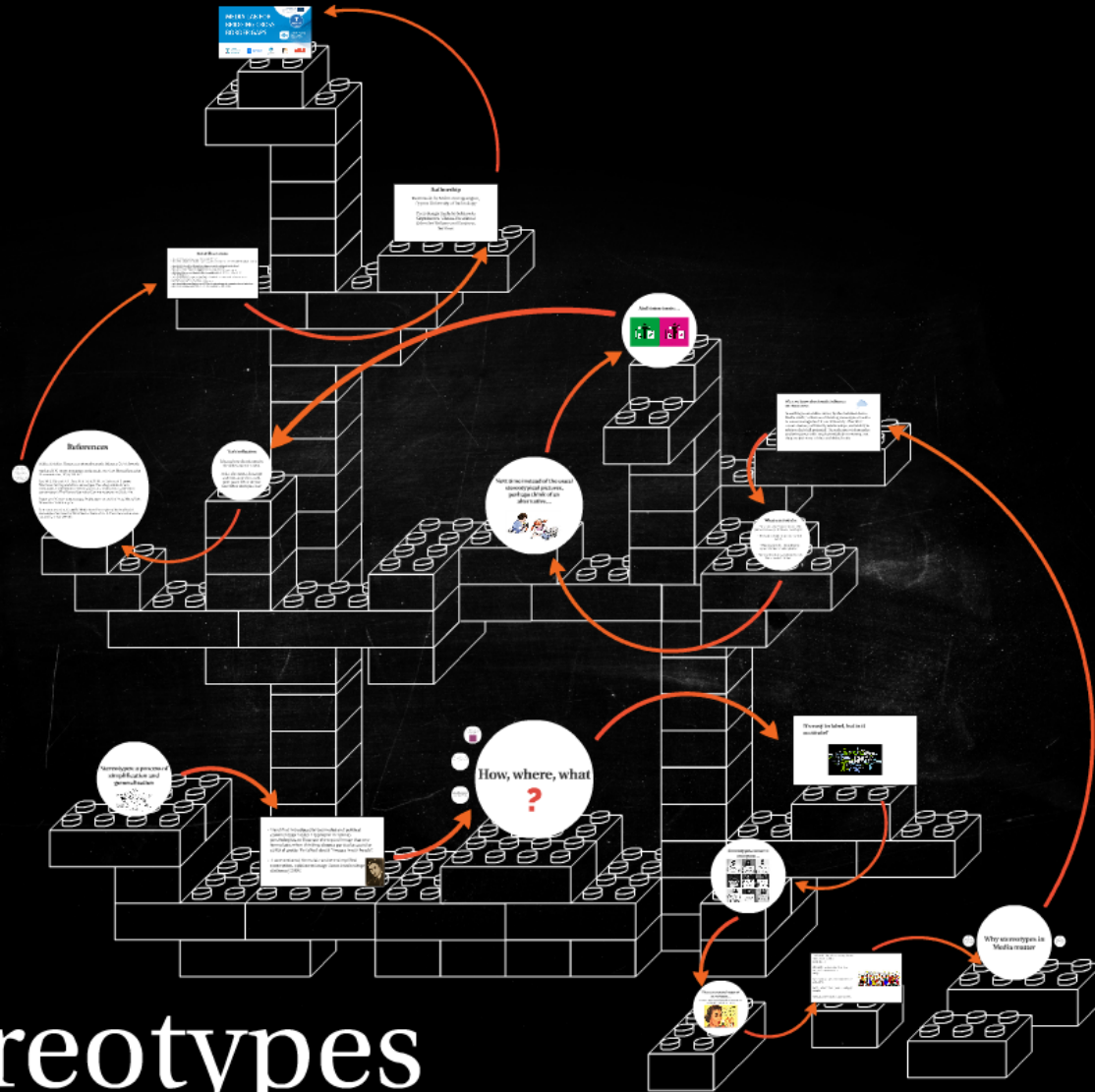
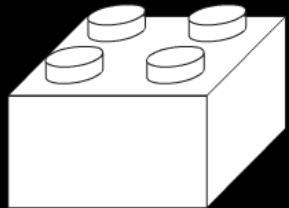


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