

# Stereotypes Prejudice Racism

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## Overview

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- **Racism**
  - Definition
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# Stereotypes

- ✓ Definition
- ✓ Who/ why stereotype?
- ✓ Effects of stereotyping
- ✓ Deal with stereotyping

## STEREOTYPES

### Definition

#### Judgments about others

- Ethnic group membership (*first used in 1922 by Walter Lippmann*)
- Any group membership (*more broadly used*)

#### Oversimplified generalization

- About an entire group of people
- Without regarding to their individual differences

#### Categorize (or label) people/ events/ objects

- Beliefs
- Observations

## STEREOTYPES

Examples (1): *to mistake our brains*



- We don't so much believe what we see as see what we believe.
- We may reject any info. that challenges our expectation.

## STEREOTYPES

Examples (2): *unidimensional point of view*

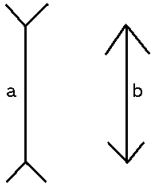


- This picture of an old lady...
- ... and this picture of a pretty princess...

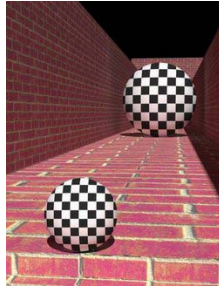
**We tend to discount any perceptions that don't conform to our beliefs.**

# STEREOTYPES

Examples (3):



visual illusion or functional perspective?



- (a) seems to be longer than (b)
- The two balls actually have the same size.

**What we see is what we expect to see.**

# STEREOTYPES

- Who stereotypes?
  - Anyone can stereotype !!!
- Who is the target of stereotyping?
  - Anyone can be the target of stereotyping !!!

# STEREOTYPES

Examples (1): *observations & beliefs*

Heaven is...

-  American house
-  Chinese food
-  British police
-  German car
-  French art

Hell is...

-  Japanese house
-  British food
-  Chinese police
-  French car
-  German art

# STEREOTYPES

Examples (2): *Stereotypes as invalid beliefs*

“All Germans are efficient”

or

Not “Germans, on average,  
are more efficient than  
most people in other  
countries”



# STEREOTYPES

Why stereotypes? (1)

- To deal with so much information in this world.
- To categorize people, objects, and events...
- To simplify how they think about others.
- To enhance their views of themselves and the groups to which they belong

# STEREOTYPES

Why stereotypes? (2)

- To degrade others as a means of accentuating our own humanity.
- To justify certain prejudices that we have.
- To strengthen our self-image at the expense of someone else.

# STEREOTYPES

## Effects

- **Positive:** *People rely on stereotypes everyday to help them function in society.*
  - To allow people to quickly process new information about an event or person.
  - To organize people's past experiences.
  - To meaningfully assess differences between individuals and groups.
  - To make predictions about other people's behavior.

# STEREOTYPES

## Effects

- **Negative:** *impede communication*
  - Cause us to assume that a widely held belief is true (*for any individual*) when it actually may not be.
  - Continued use of the stereotype reinforces the belief.
  - Can become a "self-fulfilling prophecy" for the person stereotyped.
  - Weaken our ability to think critically.

# STEREOTYPES

## Effects

- **Negative:** *oversimplified generalization*
  - Breeding ground for errant generalizations.
  - Serve as a major source of disinformation about others, (*especially women and minorities*).
  - May easily conceal or feed into prejudice, racism, sexism, and other forms of bigotry.

# STEREOTYPES

## HOW CAN WE DEAL WITH IT? (1)

- Establishing cultural norms.
  - *May minimize the public expression of discriminatory behaviours.*
- More frequent information and stronger content are needed.
- Remember: your vocal opinions affect what others think and say!

# STEREOTYPES

## HOW CAN WE DEAL WITH IT? (2)

- Presenting more balanced pictures of minority life in **media**.
  - *By reporting forms of human right abuses*
  - *By portraying all groups fairly*
- Keep on talking and communicating **fairly** with each other (*otherwise these problems are going to get much, much worse*).

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# Prejudice

- ✓ Definition
- ✓ Relation between Stereotypes & Prejudice
- ✓ Scale & Consequence
- ✓ Reason of Formation
- ✓ Reason for Persistence

## Definition

- Prejudice are refer to the irrational dislike, suspicion, or hatred of a particular group ,race, religion, or sexual orientation.
- Learned beliefs and values that lead an individual or group of individuals to be biased for or against members of particular groups prior to actual experience of those groups.

## Relation between Stereotype and Prejudice

- Both are a stumbling block to intercultural communication.
- Both refer to making judgments about individuals based on group membership.
- Prejudice usually refers to the negative aspect when a group inherits or generates hostile views about a distinguishable group based on generalizations.

## Relation between Stereotype and Prejudice

- These generalization are invariably derived from inaccurate or incomplete information about the other group.
- The generalization are called stereotyping.

## SCALE AND CONSEQUENCE

- To virtually any group (including whole nations or continents) to which generalized characteristics can be applied.
- Thus individual members of those groups are denied the right to be recognized or treated as individuals with individual characteristics.

## REASON OF FORMATION

- Psychologists have identified the highly prejudiced individual as an authoritarian personality, who tends to overgeneralize and thinks in bipolar terms.
- Such persons are highly conventional, moralistic, and uncritical of authority.

## REASONS FOR PERSISTENCE

- Socialization. Prejudice are learned from parents or (and) media.
- Social benefits. Expressing a prejudice may bring support from others who share that prejudice.
- Economic benefits. (Arab oil. Trade tensions with Japan).
- Psychological benefits. Prejudice can be used to generate a feeling of superiority.

## CASES

- Residents of Shanghai.

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# RACISM

- ✓ Definition
- ✓ Classification and Hierarchy of Race
- ✓ Role of Communication
- ✓ Conclusion
- ✓ Questions and Discussion

## DEFINITION

- It is any policy, practice, beliefs or attitude that attributes characteristics or status to individuals based on their race.
- It can either be conscious or unconscious, intentional or unintentional.

## Classification and Hierarchy of Race

- A French writer Gobineau („father of Racism“) in 1850er, says there is evidence for a racial hierarchy; the **WHITE** race, the **BLACK** race, which is least advanced and the **YELLOW** race between the two.
- Lighter - skinned Brazilians enjoy higher status and rewards whereas in Cameroon, the reverse is true.

## The Role of Communication

- Communication can either spread the beliefs or stop their spread. How?
  - Negatively leading to war etc. (researchers like Greenberg in 1985 demonstrated this effect).
  - Positively leading to friendship and peace, thus integration.

## Examples

- Racism in Cameroon.

## CONCLUSION (1)

- Stereotyping and Prejudice have negative effects on communication.
- Stereotypes, Prejudice, and Racism can be learned from other people or institutions (*that are prejudiced*).
- Continue to have a strong presence in the public media, ranging from children's books to college's brochures, and in electronic media.

## CONCLUSION (2)

- Establish cultural norms to deal with Prejudice and Racism.
- Use **media** as a tool to confront Stereotyping, Prejudice, and Racism.



## Questions & Discussion

**Prejudice and racism are commonly rooted in the child's early life in communication with other people who are prejudiced or racist.**

***Do you agree?***

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