**Media Representations and Stereotypes**

Below are a range of stereotypes that are associated with different Nations from around the world, the Media use these stereotypes as a visual short-cut for audience which help create a particular representation or understanding.

**Task** – look at each statement and write a brief sentence explaining where you have seen this stereotype used in The Media. The first one is done for you:

* Americans are often represented as obese, lazy, and dim-witted people who live on fast food and doughnuts.
* Homer Simpson from *The Simpsons* and Peter Griffin from Family Guy are personifications of this stereotype.
* Commonly used stereotypes suggest that Arab nations and Muslims are cruel, barbarous terrorists and have extreme attitudes to beliefs they do not share with others.
* Stereotypes suggest that Italian people are very family oriented, experts at cooking and very fashionable.
* People from African nations should be pitied because they stereotypically live in poverty and lack a basic standard of living.
* Americans are stereotypically friendly, generous, and tolerant, but also arrogant, successful, and domineering; particularly white American men who are commonly seen to be wealthy, racist and sexist.



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| **Terminology** | **Definition** |
| Connotation |  |
| Stereotype |  |
| Archetype |  |
| Countertype  |  |
| Realism |  |
| Myth |  |
| Cultural Stereotyping | Ideas are created about a specific culture or traditional cultural stereotypes are used. |
| Mainstream |  |
| Marginalization |  |