

Stereotypes

reinforcing identity

Media stereotypes are used by the advertising, entertainment and news industries to appeal to as wide an audience as possible.

Stereotypes act like codes that give audiences a quick, common understanding of a person or group of people—usually relating to their class, ethnicity or race, gender, sexual orientation, social role or occupation

Stereotypes can be problematic.

They can:

- reduce a wide range of differences in people to simplistic categorizations
- transform assumptions about particular groups of people into "realities"
- be used to justify the position of those in power
- perpetuate social prejudice and inequality

More often than not, the groups being stereotyped have little to say about how they are represented.

What messages does the media convey about gender in our society?

If your husband ever finds out

you're not "store-testing" for fresher coffee...

*...if he discovers you're
still taking chances
on getting flat, stale coffee
... too be unto you!*

*For today
there's a sure
and certain way
to test for freshness
before you buy*



Coffee anyone?

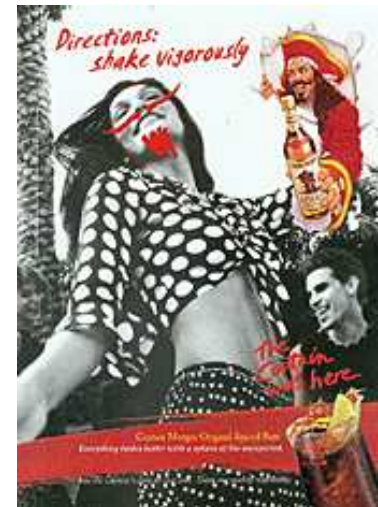
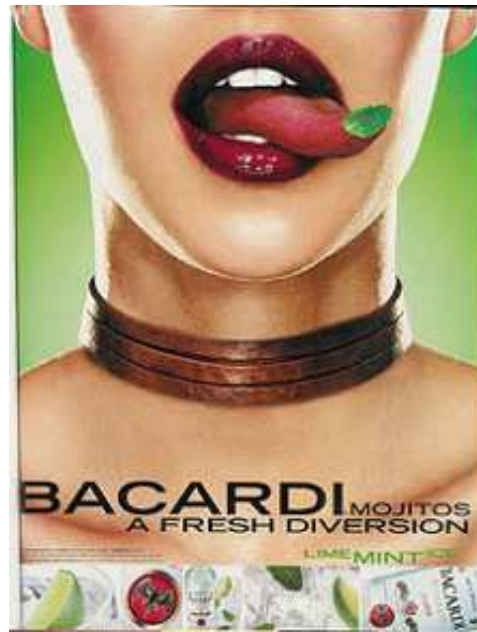
What assumptions were made about
women in this commercial?



What is valued here?



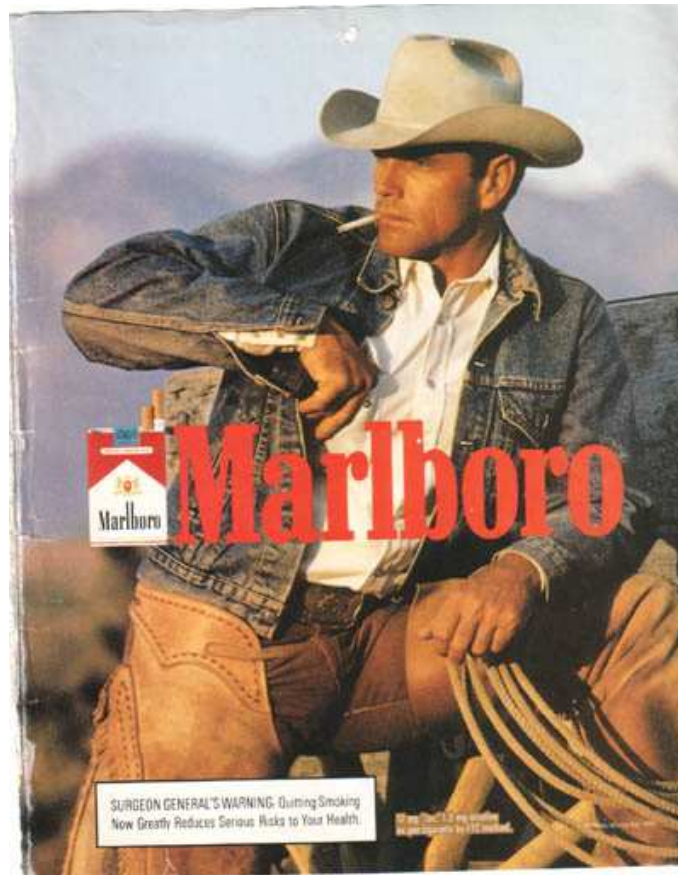
Sexualisation of women





Women in sport?

What about the way we view men and masculinity?



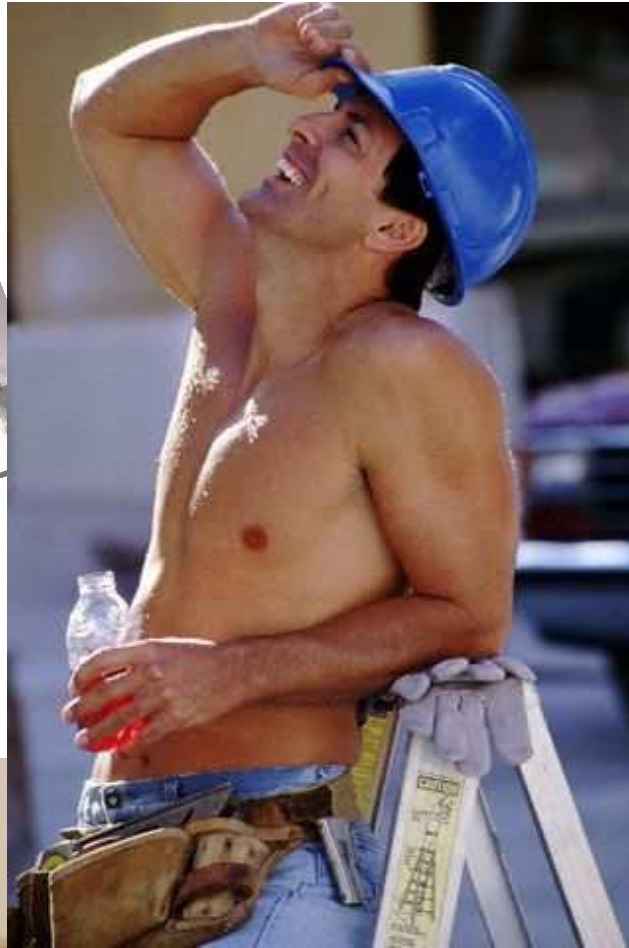
What about men and drinking?



**GOOD BOURBON, ICE CUBES
AND WHICHEVER GLASSES
ARE CLEAN.**

Real friends. Real bourbon.





Real men drink beer...



ARE YOU MAN ENOUGH...



Snowboarder

Age: 28
 Height: 5'10"
 Weight: 160 lbs

Businessman

Age: 45
 Height: 5'8"
 Weight: 180 lbs

Construction Worker

Age: 32
 Height: 5'11"
 Weight: 200 lbs

Doctor

Age: 35
 Height: 5'10"
 Weight: 170 lbs

Firefighter

Age: 30
 Height: 5'9"
 Weight: 190 lbs

Police Officer

Age: 28
 Height: 5'10"
 Weight: 175 lbs

Martial Artist

Age: 25
 Height: 5'11"
 Weight: 165 lbs

Chef

Age: 30
 Height: 5'8"
 Weight: 155 lbs

Pilot

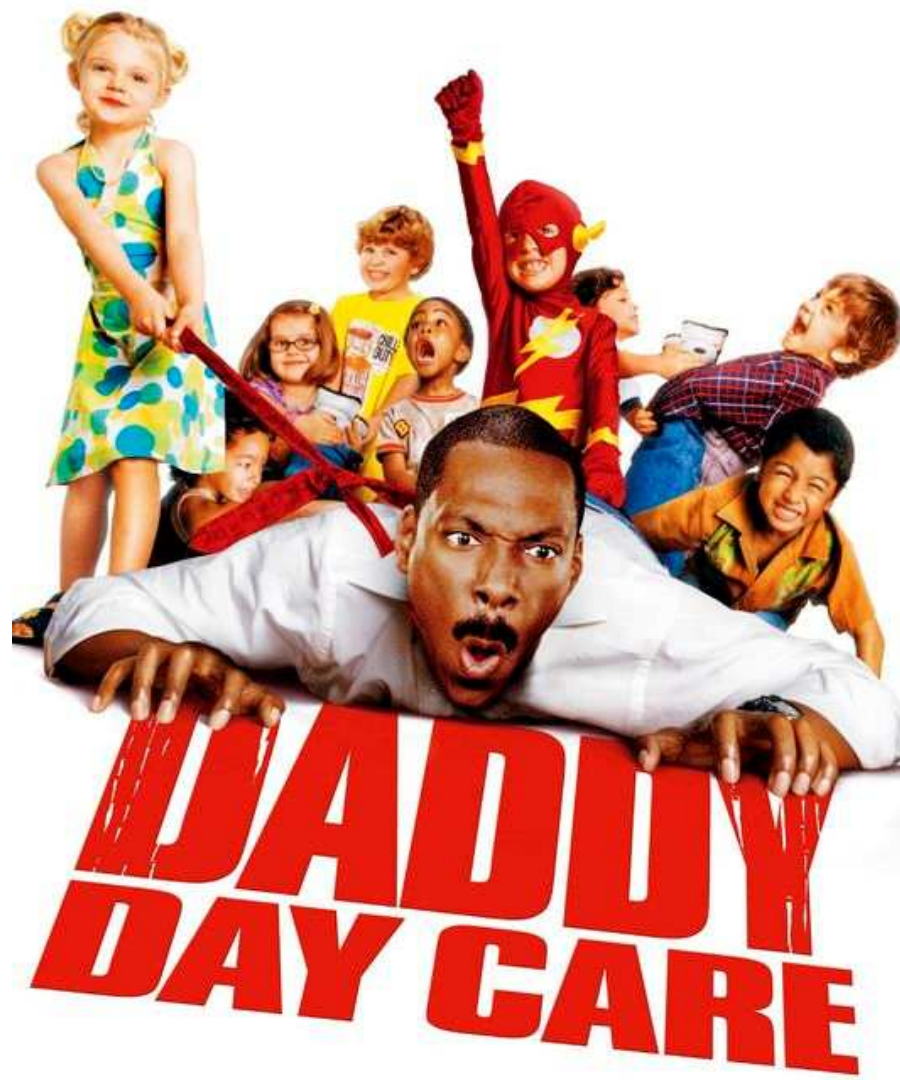
Age: 35
 Height: 6'0"
 Weight: 185 lbs

...TO BE A NURSE?

If you want a **career** that demands **intelligence, courage, and skill**, and offers **unlimited opportunity**, **consider nursing.**

For information about careers in nursing and educational and financial resources to help you get started, go to www.nursescenterfornursing.org





IN THEATERS SOON

sony.com/DaddyDayCare



Your final assessment task:

Research and prepare a 5-7 minute presentation about stereotypes in contemporary society.

Presentations must be delivered as a randomly nominated time during week 8

No extensions can be given

Topics

- Gender
- Ethnic Minorities
- White Privilege
- Indigenous people
- Gay and Lesbian people
- Youth culture
- Persons with disabilities