The Role of Media in Perpetuating Racial and Gender Stereotypes

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Abstract

As long as we have gained knowledge of the society and world around us, we are bombarded with media messages that explain what it means to be a part of a social group, such as a gender, caste, or race. These media depictions shape how we view ourselves and our surroundings. Content analysis is a key skill for comprehending media representations. This entails examining the information methodically in order to uncover trends. However, the process is fraught with difficulties, such as evaluating hundreds of print pages and delving deep into radio, television, and other media archives. Thanks to modern computer technologies, we can now perform more thorough studies and comprehend media portrayals. Notwithstanding all the moral judgements and media-dissemination tendencies, we keep encouraging, defend, and adopt the stereotypes that the media promotes.

By this study paper, we hope to learn more about the types of stereotypes that media and society have created, how they affect the people in society, and how we can try to get rid of them by employing logical and practical means.

INTRODUCTION

Mass media is no longer just traditional, it has crossed the boundaries of time and space with the advent of internet and digital arena. It has penetrated in the remotest of locations with its ubiquitous and amorphous reach. Mass media plays very important role in process of socialization. (Yeh. A , 2012)

The easiest example of understanding the study is looking at how media influences our view of the world through maintaining and reinforcing stereotypes (Ellen Seiter 2006). Characters on television and in other media are frequently plain and stereotyped (30.2Spring 2008).Simple character depictions make it easier for producers to explain their stories and for audiences to grasp them. However, these images promote and sustain preconceptions.

They are easily recognisable in media such as television and movies, as well as in society, where researchers have continuously recorded their frequency.

Why therefore, do we currently have to go through the trouble of defining stereotypes?

I believe that by revaluating and delineating the term, we may improve the way we study the media, television, movies, in the classroom, in our research, in our training, and even within our society.

The study of stereotypes offers a point of confluence between quantitative and qualitative research, between sociological science and humanities perspectives, and between administrative and cultural research techniques. Assumptions about stereotyping influence how we view media outcomes, uses, and gratifications as well as how we ideologically evaluate television and movies. while its content was being assessed   Assumptions about stereotyping have   an   impact

on the manner we consider media results, uses and gratifications, and the ideological evaluation of television and films. while their content material evaluation has been beneficial even essential-its methods could be refined if researchers were to scrutinize their use of the idea of stereotype.

Despite the fact that the media has a vast reach in society (Dr.B.K.Ravi 2012) and Several studies demonstrate that these mediums continue to perpetuate racial and ethnic stereotypes, with frequently unfavourable outcomes, and are a basic filter thru which individuals learn about one another. The foremost and the oldest stereotype is the underrated, under-representation of women (L. Monique Ward and Petal Grower 2020) . Also, the media, including news, theatre, and gaming, regularly ignores and disregards ethnic minority communities.

Things, people, generations, beliefs and notions are a subject to evolution and change overtime. But media continues to showcase and represent certain groups and identities of people with prolonged stereotypical images that have now lost their significance and structure. We as audience continue to accept them and not voice an opinion against them.

Stereotypical portrayals are frequently seen in all media formats and types, which can be attributed in part to complex media production procedures, cultural norms and values, selfish financial interests, and a dearth of ethnic minority media companies. Nonetheless, although being hard to measure, their influence has a huge potential. Collective identification and inter - group attitudes are influenced by mass media, and viewers' impressions of various groups are skewed as a result of stereotyping of certain groups. It has been demonstrated time and time again that these biased media portrayals not only foster racial animosity and hatred in general, but also damage ethnic minority peoples' perceptions of themselves (Author manuscript 2011). Therefore, the need of the hour is to research into ways for challenging stereotypes and creating more positive media portrayals is critical.

METHOD

This work employs a systematic evaluation of the literature to present descriptive qualitative research results. A thorough procedure of searching for and choosing pertinent research, extracting and synthesising data, and critically assessing the results will be used in the systematic literature review. A mix of terms linked to assumptions, media, and society will be used to conduct an exhaustive investigation of electronic databases including Web of Science, Google, and PubMed. The search will be limited to studies published in English from 2000 to 2022. The inclusion criteria will include empirical studies that investigate the method of stereotypes in media and society. The exclusion criteria will include studies that do not focus on stereotypes or do not address media and society.

Review topic and research questions

The topic of "The Stereotypes in Media and Society" is a relevant and important area of study in today's world. Stereotypes are oversimplified and exaggerated beliefs about a particular group or individual, which are often perpetuated through media representatives and can have negative consequences in society. In recent years, the role of media in perpetuating and reinforcing stereotypes has been a subject of intense scrutiny. Scholars and researchers have examined the ways in which media portrayals of various groups, such as women, people of colour, LGBTQ+ individuals, and people with disabilities, can reinforce harmful stereotypes and contribute to discrimination and marginalization. At the same time, researchers have also explored the ways in which individuals internalize and perpetuate stereotypes in their daily lives, often

without even realizing it. The study of the method of stereotypes in media and society involves examining the complex interplay between media representations, societal attitudes and beliefs, and individual perceptions and behaviours. A dissertation on this topic could explore a wide range of issues related to stereotypes in media and society. Some potential areas of focus might include: An analysis of media portrayals of a particular group, such as women or people of colour, and how these representations contribute to stereotypes and discrimination a study of the ways in which individuals internalize and perpetuate stereotypes, and how this process can be disrupted or altered an exploration of the role of social sites in perpetuating stereotypes and how these platforms can be used to challenge and disrupt harmful beliefs and attitudes an examination of the ways in which stereotypes intersect with other forms of discrimination, such as racism, sexism, or ableism an analysis of the impact of stereotypes on individuals' mental and physical health, as well as their social and economic well-being overall, the topic of the method of stereotypes in media and society is a complex and multifaceted area of study that offers a rich opportunity for research and analysis. By exploring the ways in which stereotypes are perpetuated and reinforced in media and society, researchers can shed light on the underlying beliefs and attitudes that contribute to discrimination and marginalization, and work to create a more inclusive and equitable society.

The aim of this study is to address the following research questions: -

1. To what extend people hold preexisting stereotypes about certain people or groups?
2. Do media reinforce existing stereotypes of other cultures or lessen those stereotypes?
3. Interventions to reduce stereotyping in media and society.

The search process

Some of the keyword that is used for your search process are "stereotypes," "media," "society," "mass media," "stereotyping," "media representation," "media bias," "stereotype threat," and "media effects."

FINDINGS AND DISCUSSIONS

In this we have discussed the gaps involved in the topic to conduct a literature search to find relevant research papers and answers those gap questions individually.

1. To what extend people hold preexisting stereotypes about certain people or groups?

The article studies how archetypes and stereotypes affect and influence representation of the groups in the society Mary Anna Kidd (2015). It highlights that more often, stereotypes present negative view of a particular gender, minority group, sect which in-turn results in negative interpretation by the members of the society/audience. It concludes that stereotypes might be naturally present but aren't accurate depiction of how a society looks, works or beliefs. Markus Appel and Silvana Weber (2017) Now, this study establishes two different groups based on how stereotypes create a rift in the members of the society. According to the stereotype threat theory, members of negatively represented groups are hindered in their cognitive and educational advancement by negative stereotypes and demeaning media content, while those who aren't stereotyped or unfairly represented in the media gain indirect means from preference and opportunity, falling under the stereotype lift. Meta-analytical findings corroborate stereotype threat theory, suggesting that unfavourable stereotypes and devalued mass media material harm individuals of adversely stereotyped groups while having no effect on outsiders. Implication and unanswered research concerns are discussed. The goal of News-Activated Media-based Techniques to Decrease Racial Stereotypes

Srividya Ramasubramanian (2007) research was to examine the function of the media in enabling and impeding the accessibility of preconceptions triggered by racial group news articles. It specifically examines the outcomes of two methods for reducing stereotype visibility: a viewing public strategy that intentionally encourages viewers to be hostile media consumers, which is the aim of media training and education that a message-centered strategy that makes use of news items that defy stereotypes. Psychologists claim that most adults would often say that they don't have any biases but they do and they can't control them as stereotypes get embedded in our sub-conscious minds JOHN STOSSEL and KRISTINA KENDALL (2006) . However, the study concludes that our subconscious can be controlled through our conscious efforts and actions, not letting our subconscious take over our ethical, logical behaviour that's required. Investigating the misleading representation of Indians in Mainstream press, By: Diya Bahl (2020) points out Since the beginning of Indian characters in American entertainment, there has been widespread misunderstanding of Indians in the media. Indians are commonly portrayed inaccurately in movies and television programs, which leads to false impressions about their character and culture. It demonstrates how diverse India is as a country and how it has various stories, some of which are stereotypical but should still be remembered. Both for children and adults, stereotypes are mostly a product of the media. According to media stereotypes: Understanding Prejudice 2002 Gender and racial stereotypes are pervasive in ads, television programmes, movies, and other kinds of media. The sheer volume of advertising demonstrates that many people are subjected to prejudices on a daily basis, yet it is challenging to quantify the overall impact of these prejudices.

Table 1

Author	Description of central message of the article	Article
Mary Anna Kidd (2015)	This article studies how archetypes and stereotypes affect and influence representation of the groups in the society	
Markus Appel and Silvana Weber (2017)	study establishes two different groups based on how stereotypes create a rift in the members of the society	
Srividya Ramasubramanian (2007)	examine the function of the media in enabling and	

JOHN STOSSEL and KRISTINA KENDALL (2006)	impeding the accessibility of preconceptions triggered by racial group news articles how our brains are naturally taught since the beginning- to differentiate people on race, gender and caste
Diya Bahl (2020)	Since the introduction of Indian characters in American entertainment, there has been widespread misunderstanding of Indians in the media.
Stereotypes in the media: Understanding Prejudice 2002	The media is a major source of stereotypes for both children and adults

2. Do media reinforce existing stereotypes of other cultures or lessen those stereotypes?

The study of media psychology is both demanding and fascinating. Always, it was a two-edged sword. Social identification views have been employed in studies of media stereotyping to better understand the effects on members of majority and minority groups. Srividya Ramasubramanian and Chantrey J. Murphy (2019) . Among individuals of minority groups, group identity is very important, and studies show that they favour video content that highlights members from their minority in-groups. Yet, audiences are no longer restricted to "conventional" media outlets like radio, print media like newspapers and magazines, and network and cable television. They now have the latest media, including blogs, mobile devices, social networking platforms like Twitter and Facebook, video games, and online video streaming services like Netflix, Google, and Hulu. The portrayal of out-group members in the media is commonly regarded to have an impact on levels of bias and stereotyping in the general population. Television's visual character and high viewership make it an important source of information for in-group members' impressions of

other social groupings. According to Seth K. Goldman (2010), stereotypes are constantly re-built and revived, brought in and hammered in the audiences' minds. An audience-centred approach Srividya Ramasubramanian (2007) that explicitly teaches viewers how to use media responsibly, which is the aim of media literacy education; and a message-centered strategy that makes use of stereotypically inaccurate, counter-stereotypical news articles. Implicit preconceptions were measured using response lags to aggressive and benign stereotypical phrases in a vocabulary judgement test. Stereotypes are claims about particular social groups. Ellen Seiter (2022) —characteristics assigned to members of a specific group without respect for variances that must prevail among those individuals. Stereotypes become "placed above a white" due to a lack of consideration for distinctions within a stereotyped group, and as such, they are always at least slightly distorted. Despite the fact that the media has a vast reach in society and is a fundamental filter through which people learn about one other, Tara Ross (2019) Several studies demonstrate how these media still perpetuate unfavourable racial and ethnic stereotypes. In a range of media, such as news, drama, and gaming, ethnic minority populations are regularly overlooked and dismissed. Although, social media has been an agent of change and has led to significant development, it has also given a platform for misrepresentation and stereotypical judgement. Enoch Lai (2022) Videos by "Nathan Doan Comedy" on YouTube are a perfect example of this. His most famous videos include "Ging Ging," a figure that talks terrible English with a Southeast/East Asian accent while wearing a rice hat. Factual and fictional media depictions of racial and gender stereotypes might activate culturally shared prejudices and impact later judgements involving members of stereotypical roles. Men, for example, were as severe in the aftermath of a stereotypical female representation, regardless of whether they regarded it to be true or fake. SHEILA T. MURPHY (2016) Furthermore, whereas women were more inclined to reject a fictitious stereotypical image of a female, men were more likely to overlook a hypothetical counter-stereotypical representation of a female. On how to effectively reduce bias through media portrayals, recommendations were offered.
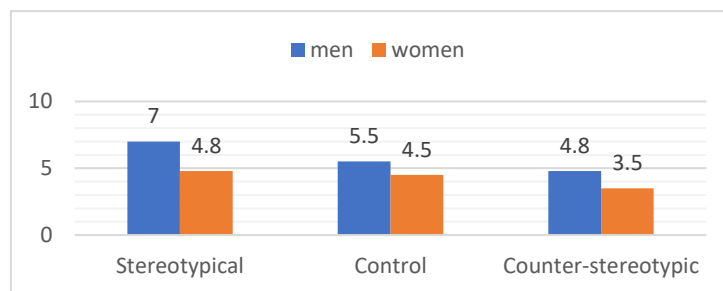

Table 2

Author	Description of Article central message of the article
Srividya Ramasubramanian and Chantrey J. Murphy	Social identification views have been employed in studies on broadcast stereotyping to better understand

	the effects on members of majority and minority groups.
Seth K. Goldman (2010)	the portrayal of out-group members in the media is commonly regarded to have an impact on levels of bias and stereotyping in the general population.
Srividya Ramasubramanian	the role of the media in facilitating and preventing the accessibility of stereotypes stoked by news stories on race
Ellen Seiter	the changing meaning of the word 'stereotype' since it was first used
Tara Ross	research showing how these left-wing media representations undermine the self-esteem of people who identify as ethnic minorities as well as overall animosity against other ethnic groups.
Enoch Lai (2022)	how social media is a perpetuator of stereotypes in the society

SHEILA T. MURPHY (2016)	examines how gender and racial stereotypes in real-world and fictional media representations may trigger culturally prevalent preconceptions and have an impact on subsequent decisions involving people who fit those characteristics.

3. Interventions to reduce stereotyping in media and society.

An adequate theoretical framework is needed to explain how stereotypical depictions in media messages might link individual-level cognition to social-level racial views. Bradley W. Gorham (1999) Studies and integrations of cognitive psychology models of human memories and categorical processing information are made using Barthes' theories on semiotic signs and myths. It is suggested that Livingstone's explanatory framework serves as the link between real cognitive processing phenomena with mythological societal understandings by using language as a medium. We are greatly impacted and affected by media content as viewers and media consumers. It has the capacity to influence and alter our psychological makeup and thought habits. Dara Roth Edney (2004) It represents the relationship between mass media and mental illness. Mass media is a cause of mental illness and elucidates about how mental illness is a subject to negative stereotypes which are present and accepted in the society. Stories or allusions to persons with mental illnesses are rarely absent from news articles or plotlines in cinema and television, yet according to study, media representations of mental illness are frequently both incorrect and unfavourable. The idea of the intrinsic link between violence and mental illness must be debunked, and real facts must be broadcast to the public via the media. It is critical to emphasise successful recovery tales. When told appropriately, such stories of persistence and optimism may both educate and delight audiences. There's a reason why we feel pink colour is for girls and blue colour is for boys. multiple authors (2018) It is strongly associated with television and it's not just impactful for youth and adult but also shapes children's thoughts and perspectives in a huge way. Overall, the findings did not support the hypothesis that stereotypes presented in a single episode of a tv show significantly influenced children's behaviour, motivation, or views. Girls and boys inside the experimental condition did, however, show a stronger acceptance of stereotypes as compared to the suitable control condition. There's an imaginative view that we as Indians have about the western communities and so do they. These views are made and shaped by media. Sharita Forrest (2010) Western media portrays Indian culture and why they show it the way they do it. Also, whether Bollywood aims to change this scenario or is the one which perpetuates this.

It concludes that things and beliefs might have changed but there are regressions from the past that continue to be telecasted the way they have been since ages and they need to change.

FUTURE DIRECTIONS

Biased media depictions shape how marginalised groups interpret and manage their identities, self-worth, and sense of belonging in society. They also have an influence on dominant group members' social judgements, racial views, biases, and policy preferences. Media literacy education can assist viewers in recognising and challenging racial stereotypes in the media. Furthermore, by encouraging alternative counter stereotypes, participatory media, and good narrative, it may question and counter negative preconceptions.

Scholars in this field should take into account the function of development in the phenomena under investigation.

First, further research comparing kids at various developmental stages is needed.

- How do both older and younger kids respond to content with gender stereotypes?
- Which preconceptions are most likely to be applied to a certain age group?

Future research should incorporate more longitudinal studies to more thoroughly comprehend these implications in a dynamic, nuanced way. Furthermore, such work may be enhanced by addressing the purpose of development itself while formulating research questions and hypotheses.

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