
The Problem of the Cultural Stereotypes from the Media

Stereotype is the prejudice that is held by people for a person or to a group of people which can be considered as a belief. It can be a widespread thought for a particular group of people. Since our world consist are a variety of communities and cultures, the prejudice and overthinking is having much influence for stereotype over the people from different parts of the world.

To begin with, stereotype actually is a common entity that exists in every society or every community, it cannot be elucidated so easily. For example, many people in the society is having a stereotype to the Muslim religious people that every Islamic believer is a terrorist. And we all know that not every Muslims are Terrorists however the society mostly see them in such a way or. There are also various other examples which I can express such as it generally said that all of the Americans are obese. These types of beliefs are not having any relevance as long as these are not completely true. Examining the couple of scenarios would an idea about how stereotype is existing in our society especially in the communication sector. Culture of a community also plays an important role in making a stereotype between the societies.

Nowadays, literally everything we see and everything we have in the public is business. So, in business stereotype has now become a good marketing strategy for achieving the best results for a business person. One of the essentials for the business these days is the advertisement, without advertisement it would be a competition for them to survive in the society. Most of the advertisements nowadays are the perfect examples for stereotype. Regardless, numerous commercials utilize stereotype to send a reasonable and solid message that may not be acknowledged by the gathering of people, but rather it will be comprehended. Here is a best example for the stereotype advertisement of a popular razor.

In this case, the idea of a razor has been exaggerated to a supernatural way that their product has got much of a bit more than a razor can actually do. The purpose of an advertisement has been forgotten here. An advertisement should be the explanation of the particular product but nowadays advertisements are just overstating the ideas which actually act more like a sarcasm to the people. Here the stereotype that is active is the generalization of the details of explanation of the razor. The purpose of a razor is just simple as everyone knows but the picture describes it in more like a stereotype. Product itself is giving an identity of a generalized view. As the dominant part of publicizing depictions have generally been stereotyped, social impacts have generally been seen after introduction to such stereotyped depictions. Be that as it may, promoting depictions require not be stereotyped. Actually, narrative proof proposes that an expanding number of depictions in publicizing are non-stereotyped. What the razor company team are attempting to do is giving a picture and spread by utilizing the item you will wind up the

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superman we have observed. This is an essential point of promoters in the desire for making more deals. They trust that their picture and their message will, through repetition, progress toward becoming engraved in women's brains, with the goal that individuals will be constrained to purchase a specific item through of procedure of subliminal acknowledgment and affiliation. Publicists can accomplish this by the able utilize Stereotypes. I have just investigated the stereotype of the youthful lovely businessperson with the ideal family, however there are lot more examples.

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