

Discussion

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Prejudice and stereotypes Prejudice by definition means unfair negative attitudes addressed to refer to a particular social group and sometimes their members. The negative attitudes form stereotypes, which make a general incorrect and very rigid conclusion. According to traditional approaches, prejudice comes about through acquiring behaviors especially when socializing, and through attitudes, beliefs, and peer groups (Dovidio & Gaertner, 1999). In regards to in-group, this refers to a social group whereby a member psychologically identifies himself or herself as part of it. On the other hand, an out-group means a social group where individual(s) do not associate themselves. An example is people identifying themselves in accordance to their culture, race, gender or even religion. The root of most negative feelings as well as beliefs especially in in-group and out-group emanate from individual processes with examples of motivational and cognitive processes. The negative biases can happen in way: automatically, either spontaneously or without any awareness. There are however, various strategies meant to reduce prejudice through a traditional approach, which entails change of attitude and direct education. The contemporary approach includes use of intergroup contact. Intergroup contacts according to interventions, survey and laboratory studies done shown that under specific conditions with the inclusion of groups equal statuses, supportive egalitarian forms and intergroup interactions is extremely powerful when it comes to reducing intergroup conflict and bias (Dovidio, & Gaertner, 1999).

In regards to stereotypes and prejudice when it comes to cultural differences, here are uncountable cultural differences when it comes to how people view the world. In the first place, culture influences the basic cognitive processes (Cuddy et al, 2009). Secondly, people from North

America who account to more that other cultures relate other people's behaviors as well as their repercussions to dispositions instead of situations. Thirdly, culture makes shape of the philosophies that render prejudice legitimate. Ideologies in culture are what govern the things that people view as bad or good and hence stating the groups that will be prejudice targets. Fourthly, different cultures have diverse values influencing the traits reflecting morality, goodness as well as social acceptance. Fifthly, cultures political philosophies sway the manner in which citizens perceive out-groups. Culture also affects targets via group differences. A country's immigration history can help to shape its diversity level and hence intergroup conflict will occur (Cuddy et al, 2009).. Realistic group conflict theory links perceived value and economic competition to anti-immigrant prejudice. Around the world, there are certain ideologies and attitudes encouraging unfairness towards some certain group. According to Cuddy et al (2009), in many cultures cultural attributions of responsibility result to prejudice.

The media also affects prejudice in many different ways. Rap music and the hip-hop culture may have a significant influence on anti-black attitudes as well as justifications for discrimination (Reyna et al 2009). Reports of studies done have shown that negative stereotypes are significantly persistent and have very strong repercussions. There were negative attitudes showing that rap music has greatly contributed to black's economic situation as they come out as lazy people. Despite the fact, that rap's music main objective is to entertain its listeners, the music as well as its culture has a strong link with negative stereotypes among the black people (Reyna et al 2009). The media is one of the biggest houses of information and it can play a significant role in affecting prejudice. In the contemporary society,

entertainment-education offers great assistance in terms of addressing prejudice and stereotypes. Mass media is extremely significant in shaping people's beliefs as it is everywhere.

References

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