

Stereotyping and prejudice

[Psychology](#), [Abuse](#)



As we have seen, a person's identity cannot be summed up in just one label. Often though we tend to concentrate on limited or disorted aspects. This is because the responses of different human groups to each other are the product of a complicated system of social relations and power. To discover some of the mechanism at work, we need to examine the role of stereotypes and prejudice. Prejudices and stereotypes are schemes that help us to understand reality. Stereotype and Prejudice are two types of beliefs about different classes of individuals. These two types of beliefs show considerable difference between them. Stereotyping and prejudice are not the same thing, but are somewhat linked to one another[1]. In everyday language it is sometimes difficult to tell the difference between stereotypes and prejudices. We absorb prejudices and stereotypes about other cultural groups sometimes unconsciously, but they come from somewhere and they serve many purposes : - To help us evaluate our own cultures - To evaluate other cultures and ways of life - To govern the pattern of relationship our culture maintains with other cultures - To justify the treatment and discrimination of people from other cultures Another way to explain prejudice and stereotypes in daily interactions by Alexander Thomas : function of prejudice in the social context: Function of Orientation : - fast orientation in the complex world - easy to categorize persons and objects - people seek for control Function of Resistance : - possibility to a fast adaption to living conditions Function of Resistance : - prejudice as protection against guilty feelings - because of depreciation of other there is an increase of self-evaluation Function of Self Expression : - if prejudice is required or shared by the society Function of Identity : - prejudice you share with other people promote a strong solidarity

Function of Justification : - prejudice justify the behavior control Development and Structure of Prejudice and Stereotypes | Social Attitude | | Emotion | Cognition | Behavior | | | Stereotype | | | | Prejudice | | Typed reaction of feelings | Typed knowledge | Typed reaction of behavior | |- denegation |- Lazy |- Avoid somebody | |- mercy |- uneducated |- attack sb. With words | |- embarassed |- criminal |- aggression | |- fascinated | |- sceptical | At this point we want to related anxiety theory with stereotype and prejudice as we know, consequences of stereotype threat can contribute to educational and social inequality of some groups including ethnic minorities in academic environments. Research has shown that stereotype threat can harm the academic performance of any individual for whom the situation invokes a stereotype-based expectation of poor performance. Everyone belongs to at least one group that is characterized by some sort of stereotype. Any salient social identity can affect performance on a task that offers the possibility that a stereotype might be confirmed. Stereotype threat effects have been shown with a wide range of social groups.[2] Anxiety and Uncertainty Management focus on encounters between cultural in groups and strangers. Assumptions : people experience uncertainty in interpersonal settings, uncertainty is an aversive state, generating cognitive stress, and when strangers meet, their primary concern is to reduce their uncertainty or to increase predictability . Allport's (1954) hierarchy of prejudiced actions [pic]

A. Stereotypes “ summary impression of a group of people in which a person believes that all members of a group share a common trait or traits" (Wade and Tavris 2000) It is interesting to note that the word ‘ stereotype’ is derived from the Greek word ‘ stereos’ meaning ‘ firm’ or ‘ solid’. They are

standardized beliefs about people based on some prior assumptions.

Stereotypes consist basically in shared beliefs or thoughts about a particular human group, a stereotype is an ensemble of characteristics that sums up a human group usually in terms of behaviour, habits. A "stereotype" is a generalization about a person or group of persons. We develop stereotypes when we are unable or unwilling to obtain all of the information we would need to make fair judgments about people or situations. In the absence of the "total picture," stereotypes in many cases allow us to "fill in the blanks." Our society often innocently creates and perpetuates stereotypes, but these stereotypes often lead to unfair discrimination and persecution when the stereotype is unfavorable[3]. Stereotyping is defined as a preconceived or oversimplified generalization about an entire group of people/person without regard for individual differences. Even when stereotypes are positive, they always have a negative impact and can lead to discrimination. Stereotyping is the act of labeling a specific classification or trait to a person strictly based on a person's ethnic background, gender, age, socioeconomic status, or role. Generally speaking when people think about stereotypes they automatically think racial, or in the negative. However thinking that African Americans are good dancers can be seen as an offensive stereotype. Even though it appears to be a positive comment, people are very uncomfortable with specific labels of competency or incompetence solely based upon things like race and gender. By stereotyping, we assume that a person or group has certain characteristics. Quite often, we have stereotypes about persons who are members of groups with which we have not had firsthand contact. Everyone, no matter who you are, has been stereotyped whether they

choose to acknowledge it or not. Interesting enough, most stereotypes have been formulated from very commonly shared traits of a specific race, gender, or professional background.

B. Prejudice Prejudice as defined in our text is an irrational, negative attitude toward a category of people. Prejudice is a kind of prejudgment or assumption about somebody before having sufficient knowledge to judge with accuracy. A prejudice is a judgement we make about another person or other people without really knowing them. Prejudices can be negative or positive in character. Prejudices are learned as part of our socialisation process and they are very difficult to modify or eradicate.

Allport's definition about prejudice : - Prejudice is a negative attitude - Prejudice puts the object of prejudice at an unjust disadvantage (i. e., prejudice is negative, unjust, and a source of disadvantage for its targets)

Prejudice is not just about ethnicity e. g. sexism, homophobia, ableism, religionism, classism, geographicism, adultism, etc.

Allport (1954): Ethnic prejudice is an antipathy based upon a faulty and inflexible generalization. It may be felt or expressed. It may be directed towards a group as a whole or towards an individual because he is a member of that group.

Worchel et al. (1988): an unjustified negative attitude toward an individual based solely on that individual's membership in a group.

Brown (1995): the holding of derogatory social attitudes or cognitive beliefs, the expression of negative affect, or the display of hostile or discriminatory behaviour towards members of a group on account of their membership of that group.

C. Examples of Prejudice and Stereotyping Ex : One of the example is from our team's member experience. When she go attend conference in Hiroshima I met a friend from Thailand in Hiroshima airport.

We were waiting for the people who were supposed to pick us up. We waited for him inside the waiting room in the airport. Actually, even though he was living in Thailand, he was Pakistani and resembled the profile of people in the Middle East. When we were waiting, suddenly there was a Japanese man who gave a glare to my friend. He brought an umbrella and, without a reason, he pointed the umbrella at my friend and he looked like he was trying to hit my friend. I was shocked and tried to grab my friend to get away from the Japanese man. But my friend resisted and kept standing near the Japanese man. I was worried and asked him the reason he kept resisting. He said that it wasn't the first time he had experienced the action like that from a foreigner. He told me that maybe it was because of his face that people were stereotyping him and thinking negatively of him. He had gotten used to it and told me not to be worried. The reason is how easily people can be misunderstood and do actions without speaking a word. The Japanese man proved to be an example of how a stereotype or prejudice can have a very bad impact on society's composure. Ex: To say that all doctors drive nice cars is a form of stereotyping. I did not say all white doctors or Mexican doctors, so it had NOTHING to do with race or gender. The fact that a person has received an extensive education and now holds a professional position that is known to provide very promising wages, therefore providing the means to buy nicer things, the public generally assumes they have purchased themselves a high-end vehicle. Ex: Television, books, comic strips, and movies are all abundant sources of stereotyped characters. For much of its history, the movie industry portrayed African-Americans as being unintelligent, lazy, or violence-prone. As a result of viewing these stereotyped pictures of African-Americans, for example, prejudice against

African-Americans has been encouraged. In the same way, physically attractive women have been and continue to be portrayed as unintelligent or unintellectual and sexually promiscuous. Ex : 1965 British Gov. findings (mock job application) [pic] Turner, 1991 : White applicants in Washington and Chicago received three times as many job offers as black or hispanic applicants (hispanics got slightly more than blacks). [pic] [pic] Based on that two pictures, which would you rather have as a lecturer ? Why ?

D. Danger Implication From Prejudice and Stereotyping The negative implications of the stereotype and prejudice in the intercultural communication is that there is some country that giving a strong regulations for people from certain ethnic before they got a visa or in the immigration post. Accentuation of group differences, Production of selective perception, Underestimation of within group differences. Effects on the prejudiced person: Positive effects : - Intra-personal effects (personal effects) : increase in status in own group, provided prejudiced behaviour is a group norm - Create a sense of belonging : emphasizes us/them distinction - Avoid a sense of inferiority " At least I'm not a..." : works because inferiority is a commonly perceived trait of target groups - Material group gains: Specifically for majority groups, Spoils of discriminatory economic practices. Effects on the prejudiced person: Negative effects : - Curtailment of individual personality : Won't adopt tendencies/attitudes perceived as opposed to the group, Fear of ostracism by group - Conflict with value systems : Dilemmas set up by own values / group values, Especially true for religious beliefs - Restriction of talent or social advances : Disallowing oneself privileges by own actions, Loss of freedom to pursue particular activities or hold particular attitudes Reducing

Prejudice and Stereotyping → Education, self-esteem, and religious/spiritual conversion → Contact hypothesis → Law → Working toward a common goal Effective Strategies for Reducing Prejudice & Conflict → Both sides must cooperate for a common goal → Both sides must have equal status & standing → Both sides must believe they have the moral, legal, and economic support of authorities → Both sides must have opportunities to work and socialize together formally & informally (Amir, 1994; Brewer, 1986; Kohn, 1992; Stephan & Brigham, 1985; Stephan & Stephan, 1992) ----- [1]. <http://www.studymode.com/essays/Stereotyping-And-Prejudice-893397.html> akses pada 27 September 2012, pukul 17. 42 WIB [2]S, Stroessner & C, Good, STEREOTYPE THREAT: AN OVERVIEW EXCERPTS pdf file [3] <http://remember.org/guide/History.root.stereotypes.html> akses pada 27 September 2012, pukul 20. 00 WIB