How sterotypes are used to advertise countries essay

I focused on the way that language is used in the media.

Mass immunization involving language in newspapers, magazines and the Internet. Language is used to express ideas in our everyday communication. There for I focused on how stereotypes can affect the people's decision to travel or what they think about that country. Therefore explored the Language and how the usage of stereotypes can affect tourism and advertising. This relates to the course because it explains how language can deliberate and usage of Persuasive language to the audience.

To present my argument I wrote an Editorial of how the media uses stereotypes to sell ideas about efferent countries and their fixed stereotypes to different countries and cultures. This relates to how the media uses these techniques to achieve a manipulation of the audiences to making them believe and think in the generalization of nations and people's stereotypes by only using some true facts but that might not be general to everyone in that specific country.

My Target Audience were people who like traveling but also like to know about different countries. My purpose was to persuade and inform people the types of stereotypes that happen with countries and how that sight affect their tourism and the way that people think of that country. The learning outcome I got from myself was that I was able to understand why stereotypes were used for counties and learn more about the different stereotypes of those countries as well as how to make my editorial to have an objective and be very convincing.

I did analyze the different stereotypes in countries and understand why they are used either to gain people to visit the country or to stop them from visiting and how the mass media uses language to convince the general public that hey should not only believe what people's ideas of countries Just because they might be said on social websites or comments and characteristics of that country.

Word count : 357 Nationality Stereotypes are generalizations about different countries that are often used as a form of mockery. Researchers have found that stereotypes exist of different races, cultures or ethnic groups.

These can be considered as racism and are often spread after a certain event or time that has occurred in a certain country or region. If then the event or time can easily be mocked, stereotypes are sure to spread y the social media. By stereotyping people we connect characteristics and abilities that we assume that everyone in that group will have, leading to social characterization.

Now thanks to technology, any person can access information about any country in the social media. Most stereotypes tend to convey a negative impression of the country.

Positive examples would include how the people in different nations might be smarter that other but stereotypes are mainly to send a mockery idea of the country or race, Negative stereotypes seems to be far more common. However mass communication is one of the ways that this stereotypes are being transmitted and created, used and followed this involving newspapers, magazines, television, internet, social networks and so on. All of these

means of communication have evolved over time and have become easier to access, allowing stereotypes to be present in a lot of social media and to everyone in the world.

African is often depicted as if it's one big country instead of a continent. The continent itself calls images of Darkest Africa with Jungles, savanna, diamond mines, undiscovered civilizations or creatures, elephants, lions, monkeys, gorillas, chimpanzees, baboons, pythons, hippopotamuses, rhinoceroses, leopards, hyenas, ostriches, crocodiles, antelopes, wild-beast. Usually giving the idea that whenever a person want to visit Africa they almost will always find wild or dangerous animals, which they invariably always encounter at a dangerous moment.

Most images of African people are depicted as primitive, childlike, superstitious people who still worship idols, believe in witchcraft and voodoo and live in huts. They defend themselves with spears and shields. Making people believe that African countries still live in horrible ways with little knowledge of the outside world and forgetting about how beautiful that continent really is.

Due to the First World War and Second World War Germans are often cast as villains or strict militaristic people, going from one place to another and obeying orders at all cost.

Especially World War II did a lot of damage to Germany's public sometimes referred to as being Nazi-like, specifically dealing with their strict sense of organization and being efficient, and deadly serious to the point that they foreigners assume that they lack a sense of humor or that they might not be

friendly, this makes people believe that Germany is a country about war and that the citizens have deadly personalities. Another well known stereotype of a country is the US, due to the cheapness and convenience of fast food, the United States has begun to have a high obesity levels in recent years.

Because of this and the general wealth of the nation, Americans on the internet are generally considered fat, greedy, and entitled, Making other nations think that the Americans stereotypical image of are the dumb, fat, lazy, ignorant, self- important, decadent, and clueless white American exists. Most of these images are based on American fast food culture, making other nations think that Americans are easily fooled and can't do anything right. On the other hand Canadians are often depicted as Mounties, hockey players or wildlife hunters.

They live in igloos and are obsessed with maple leaves and maple syrup.

They are all exceptionally polite. The phrase " Welcome to Canada. It's nice up here, eh? " pretty much defines this stereotype. Making people think that Canadians are very polite and have a welcoming environment to tourist.

Latin America as a whole is generally associated with short-term dictatorships , drug-trafficking, executions by fire squad, soccer players and dancers, for many Americans the help. Mexicans are often depicted wearing sombreros and long black mustaches. If they are active they will be playing serenades under balconies, playing guitar or performing the Mexican dances.

They eat foods comprised of beans and hardened corn and peppers too spicy for foreigners to handle and drink tequila.

But most of the time Mexicans are depicted as if they are lazy and prefer taking a siesta in hammocks or against a wall. And if they're in America, they're The Illegal. If they're male, there's a chance that they'll be gang members with huge tattoos, or making and performing lazy Jobs, The stereotypes makes tourist believe that countries in Latin America are lazy, and dangerous due to drugs, making people feel unwelcome to those countries and creating a fear to visit.

Non-Asian people often refer to all people of South East Asian descent as " Chinese", even if they weren't born there. One of the most used is the stereotypes of Chinese people are throwing babies in the river, extreme animal abuse, women earning tiny shoes , lighting fireworks, Chinese dragons, playing ping-pong, and that the Chinese will eat anything that moves, making some western cultures not want to travel to china thinking that china will be about sexist people with bad manners and personality-free Mao freaks.

Some of those are a little bit Truth in Television certain others more than the rest, face of the country in question is often either not as expected or entirely different from the stereotype that its been given.

Example not all foreigners necessarily speak with a heavy accent, as many films and TV series seem to indicate.