

Different stereotypes



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Within media there are many different stereotypes that we see different people as, these help to sell products targeted at the specified target audience because they can be related to, they are meant to be like your Grand Father, Mother or Aunty to name a few. The lure of certain comedy and snappy lines attracts viewers to the screens every evening, however one of the other things that draws you to the television is the fact you can almost make fun out of your own family members by watching these programs and relating the character such as Victor Meldrew to your Grand Father, a timeless moaner and someone who is seen to be simply rude. Without the stereotypes we have today the advertising market would have no true target audiences nor would the purchaser be able to relate to the product these companies are trying to sell, for example if you see a true to life old Grand Mother trying to sell a teenagers perfume, the likelihood is that you will not get as many sales as you would with a young looking model or someone famous.

It's because of the link we need between the product, model and ourselves that we end up buying the object in question. We also, more now than ever brand certain stereotypes with labels and tags that they are all, " Unruly! " or " Out of control little emperors! " to quote Jeremy Kyle in a magazine interview he did. Due to stereotyping mainly age ranges in Britain are looked down upon, such as the 13-19 age brackets. Most people within it are said to be rude, obnoxious, mean and always wearing ' hoodies'. Although this is completely untrue and you can see that by walking down a street or going into a school that some children and teenagers are actually decently behaved despite what people say.

One of the biggest stereotypes to come out of the BBC Recording Studios in the 20th century would have to be Victor Meldrew who enjoys his time being rude to his neighbours and generally finding like a complete and utter bore and hindrance. It doesn't really matter the fact that within a ten mile radius of his home he one of the more hated members of where he lives however it still makes us laugh when we watch it because of the comedy. We love the fact that there is a stereotypical old man: rude, wearing flat caps, eat porridge, wears tank tops, moans about absolutely everything and makes everyone else's life apart from his a complete and utter nightmare. The general plot behind "One Foot in the Grave" which is the programme with Victor Meldrew who is played by Richard Wilson and his wife Margaret Meldrew who is played by Annette Crosbie is that Victor goes through every hindered by something, anything that can get in his way of life will and does. The problem is that Victor is more of the self-antagonist with the everlasting line, "I don't believe it." From that point onwards reasoning with him is quite pointless and this is quite true to life because usually when you get an old person start talking about previous events or something that they do not like they will moan and groan about everything that has gone wrong and how they may be able to do the job so much better. This is Victor Meldrew down to the point. Even though this perpetual spiral of depressive behaviour applies greatly to Victor it does not apply to Margaret or most old people in today's day and age. More than often you also find that it is the male of the couple that's found to be the 'moaner' whereas the woman in the family is seen to be the soothing influence or someone that can calm the situation down.

Yet another example of a stereotypical old person is 'Nan' from Catherine Tate's show. She always wears a nighty or a white dress which emphasizes the idea that since they don't have to go out anywhere they chose to stay at home and simply sit in their chair however most old people break that and go out running, she blasphemes at everything and once again moans about things she cannot do anything about for example the fuse broke in her TV so she got someone to fix it, he doesn't want payment because it's a favour, she still gives him money and as soon as he is out the door she starts to swear about how he mugged her in the front room. Most Grand Mothers that we encounter really aren't like that at all but really sweet and kind, do anything they can to help you if you need it. However there is this view of old people that do stay at home and sit in their chairs, do nothing and curse at everything they see among some people because of this programme. When you look at your own family you can usually find members within it that you can relate to these fictional characters and without knowing you have created a link between the stereotype and the characteristics of your Grand Mother or Father.

As you can see there is a recurring theme with the stereotypes mentioned so far and that is that they can usually be pulled and linked to people inside your family already mainly because they are meant to be like the average Mother or Father. If you can't relate to the characters somehow, how would you understand what they are saying and moaning about? Therefore these characters and people are portrayed to be and act like the sort of people you have around you which also acts as a pull for people to watch the programme and again it is almost like mocking or taking the 'mick' out of

someone within your family just by laughing and giggling at what the character is doing on the screen. We looked at two adverts which were completely different in meaning and selling completely different products: one was selling Aberdeen Angus beef for Waitrose supermarkets however the other advert was selling a health care product for L'ORi?? AL Paris with Jane Fonda on it, the Waitrose with a man who is portrayed to be a farmer with the usual overalls and barn in the background called Ron. The difference between the adverts isn't subtle as you can see that the Face cream advert is much more glamorous with the vibrant colors and the way the composition is set out, however the Aberdeen Angus beef product advert shows Ron to be a much more quiet person looking out onto his herd of cows making sure that they are alright which shows a much more personal relationship with the food that we eat, better than just processed food from a factory.