MM

Thre are countless negative stereotypes that can be perpetuated by the media. These negative stereotypes can have potentially harmful effects, and this is especially true for minority groups. Gendered stereotypes are one of the most prevalent and noticeable stereotypes still found in mass media today. Advertising companies are particularly guilty of this. For example, the advertising, packaging, and marketing for men’s razors and women’s razors are extremely different. For men, the packaging is generally sleek, dark, and minimalistic. The actual advertisements and campaigns seek to market shaving as a cool, masculine activity. For women, the packaging is feminine, bright, and colorful. Shaving for women is advertised as a sexy, desirable way to boost confidence. However, both techniques are selling virtually the same product. They only differ in the stereotypes that they perpetuate. For men, it perpetuates the stereotype of the stoic “manly” man who wouldn’t be caught dead using a pink razor. For women, it perpetuates the stereotype of women needing to feel attractive, sexy, and desirable- often to men. These stereotypes can be harmful as they put certain groups of people into boxes, making the general public believe that this is what is “true” or “correct” about women and men, although the majority of people do not fit into these specific, gendered stereotypes.

RD

There are a couple of negative stereotypes that are perpetuated by the media. One stereotype deals with public shooters. There are times when the media portrays a specific type of shooter as a specific type of person. One example would be the presence of the Muslim shooter. There are times when the media refers to the Muslim shooter as a terrorist, even if they aren't a terrorist. Referring to these Muslim shooters as terrorists just because they are Muslim is definitely a stereotype that is perpetuated by the media. Another example would be when the media refers to African-American shooters as thugs. They could be doing this just because these shooters are black. Just because they are African-Americans, doesn't mean that they are automatically thugs. This can also be see by how it's more common for the media to portray white shooters as heroes than other races. These stereotypes against the minorities don't have to be with just shootings. They can also be for many other topics, with another example being the negative portrayal of some minority groups' cultures by the media. They are harmful because they advertise false information about many of the minority groups.