Stereotype

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Noun

ay'a village in west central Portugal

[adapted from Hall, S. (2003). The spectacle of the 'Other'. In S. Hall,

Representation: Cultural Representation and Signifying Practices (p. 235). London: Sage Publications]

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1 a: cultural assumptions that are used to representationally, ideologically, and politically fix boundaries between groups of people that maintain social divides and conceptions of "us" and "them", in-group and out-group, normal/standard, and abnormal/wrong.

2 a: unlike individual bias, cultural **stereotypes standardize** and simplify conceptions of groups of individuals on a **sociocultural level** so that difference is **essentialized** and **naturalized** as being innately part of social groups for **generations** after they are created.

Whether or not we understand the power of our words, we still use them...

So what kind of impact do you want to make?

