

Stereotype

/'steriə, taɪp/

Noun

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

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

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?



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