Stereotype /ˈsterɪəˌtaɪp/

**Noun**  

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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