Stereotypes...


Reduce

some social grouping of people to a few easily identifiable traits

DON’T BE A GIRL = women are weak, surrendering, and submissive

Essentialize

those traits by making them fundamental to the meaning and representation of that social group

DON’T BE A GIRL = women who are not weak, surrendering, and submissive are seen as less feminine

Naturalize

those traits so that they are biologically fixed within that social group and seen as part of their very nature

DON’T BE A GIRL = women act in this way because that’s how they are physically made

your voice. your choice.

Macalester College

www.macalester.edu/morethanwords