

STEREOTYPES AND FALSE IMAGES ON DIFFERENT ADVERTISEMENTS

- Racial stereotypes
- Gender stereotypes
- Cultural stereotypes

RACIAL STEREOTYPES



before

after



**You don't have
to be Jewish**



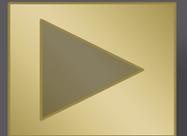
to love Levy's
real Jewish Rye



did you ever see
a fat Chinese?



This message is brought to you as a public service by the Rice Council of America. Switch from routine to rice!



AIRFRANCE

FRANCE IS IN THE AIR



AU DÉPART DE PARIS

TOKYO

À PARTIR DE

670€^{TTC}

[AIRFRANCE_KLM](#)

[AIRFRANCE.COM](#)



GENDER STEREOTYPES

125 Years Of Evolution

1886

2011

EURONICS
Your local independent electrical retailer

BOSCH
Invented for life

AWARDS 2011
Best of the Best
?
?
?



This Mother's Day,
Get Back To
The Job
That Really
Matters.



**Mr.
Clean**

©2011 P&G
www.mrclean.com



The Chef
does everything
but cook
- that's what
wives are for!

I'm giving my wife a
Kenwood Chef



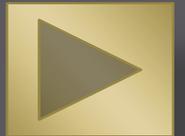


Shortens your reaction time. Brake Assist PLUS.

125 years of innovation



Mercedes-Benz
The best or nothing



Traditional Gender Stereotypes.

Feminine.

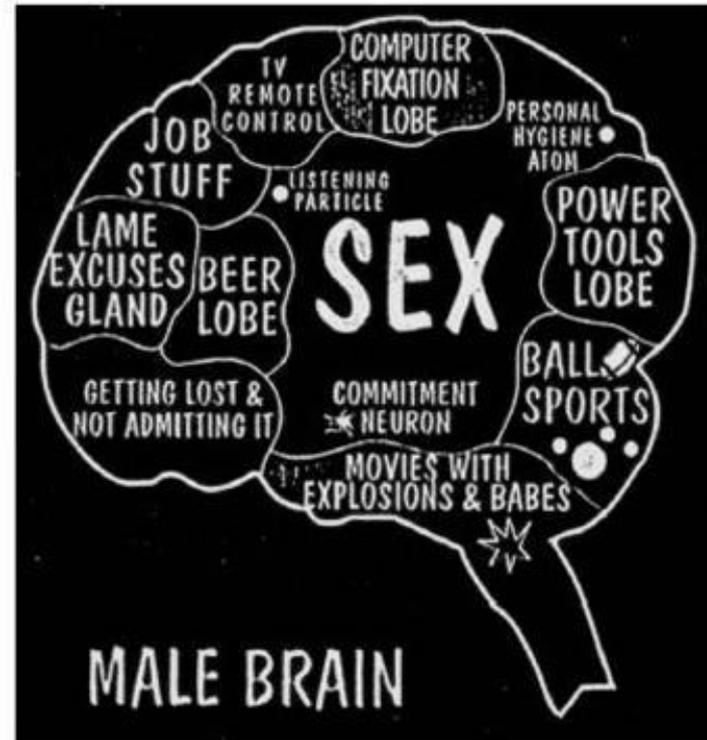
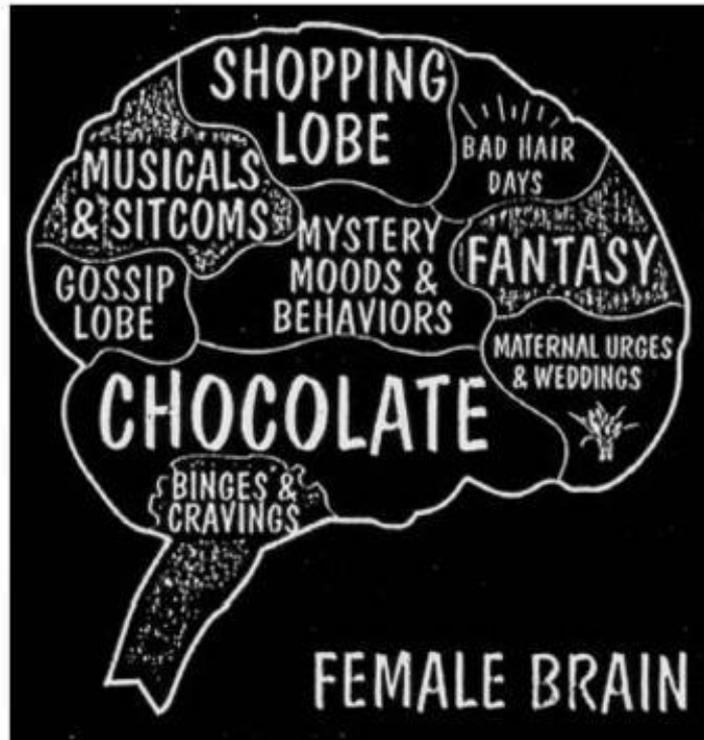
Not aggressive.
Dependent.
Easily influenced.
Submissive.
Passive.
Home-oriented.
Easily hurt emotionally.
Indecisive.
Talkative.
Gentle.
Sensitive to other's feelings.
Very desirous of security.
Cries a lot.
Emotional.
Verbal.
Kind.
Tactful.
Nurturing.

Masculine.

Aggressive.
Independent.
Not easily influenced.
Dominant.
Active.
Worldly.
Not easily hurt emotionally.
Decisive.
Not at all talkative.
Tough.
Less sensitive to other's feelings.
Not very desirous of security.
Rarely cries.
Logical.
Analytical.
Cruel.
Blunt.
Not nurturing.



Gender Stereotypes



th, what their

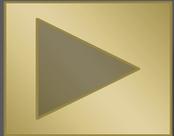
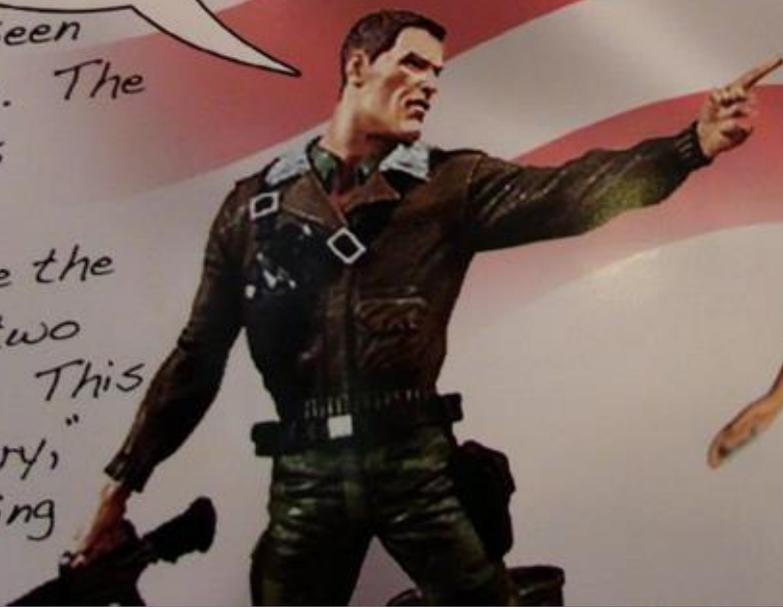
reinforce systems
our society by

er
ct
and
ver
se

we'll be seen
or flamey. The
stereotypes
re gender
y reinforce the
eare only two
nd female. This
gender binary,
ery alienating

SOLDIER, ARE WE
GENDER STEREOTYPES?!

SIR!
YES SIR!



CULTURAL STEREOTYPES





THE WORLD AS WE KNOW



BRITISH ~~≡~~



FEMALE ~~≡~~



MUSLIM ~~≡~~



GAY ~~≡~~



**STEREOTYPES ARE THE VIEWS OF
THE SMALL-MINDED.**



COOKING...



... LIKE A BRIT
AVAILABLE...



... AS A BELGIAN



FLEXIBLE...
... AS A SWEDE



... AS THE IRISH

THE PERFECT EUROPEAN

SHOULD



BE ...



TALKATIVE... AS A FINN



HUMOROUS... AS A GERMAN



... AS A LUXEMBOURGER



... AS A SPANIARD



... AS A DUTCHMAN



... AS AN AUSTRIAN



... AS A GREEK



DRIVING...

... LIKE
THE FRENCH



... AS A PORTUGUESE



... AS AN ITALIAN
DISCREET...



... AS A DANE

Drawn by 2 W. Hughes-Wilkin - Article Copyright 1988 - All Rights Reserved



Stereotypes...



French: **logical, cartesian, elitist, authoritarian, proud**



中国人都是
狡猾凶狠的人，
还拖着一根长
辫子。

Chinese: **quiet, hardworking, enigmatic, smiling, cruel**



Germans: **rigid, methodical, obsessed with order & privacy, unemotional, territorial**



Americans: **superficial, 'Frontier Spirit', materialistic, over-optimistic**

Italians: **loud, macho, impatient, over-emotional, talkative, unorganized**



British: **imperialistic, 'Island mentality', principled, class-conscious, conservative**

