The Media and Race

Name

School or Institution Name (University at Place or Town, State)

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Exponential penetration of media culture in our lives is playing the key role in shaping our perceptions. For many people, the primary way to learn about different people is to watch their media representation. The problem in this approach is that most of the representations either in news or entertainment media are influenced by cultural stereotypes. These cultural stereotypes create a marginalized and distorted representation of the non-dominant groups of the society. News and entertainment media are powerful forces in creating cultural stereotypes about racial groups in the society.

It can be observed in most of the mainstream media houses that the representation of the non-dominant racial groups of the society in both entertainment and news media follows characters leading to cliché narratives. The real problem is that the mainstream media of the country is so consistent in portraying the stereotypes that they are readily available in our minds all the time (Jiwani, 2018). For example, most of the time in films black men and boys are portrayed systematically negative — their images on posters and advertising materials often associated with criminality and poverty.

Most of them when in a news story a black person is associated with the crime the victim is always portrayed from the dominant white group. Many of such incidents are not based on facts but they are ignored, and no one ever tries to verify the authenticity of the event (Sarich, 2018). It all happens because the representation of the non-dominant group of society is already in line with previously developed cultural stereotypes in the society. To transform stereotypes, we need to develop fair racial representations based on humanity rather than poor racial and cultural stereotypes.

References

Jiwani, Y. (2018). Doubling discourses and the veiled Other: Mediations of race and gender in Canadian media. *Race and Racialization, 2E: Essential Readings*, 485.

Sarich, V. (2018). *Race: The reality of human differences*. Routledge.