



Mediated Minds Conference, University of Cincinnati, Blue Ash April 19, 2019

Using Cultivation Theory to Understand Stereotypes Presented in the Media

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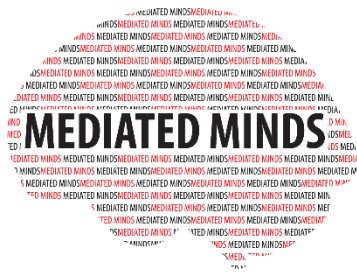
Abstract — *When you think of stereotyping, what is the first thing that comes to mind? Is it the gender roles like the housewife vs the working husband? What about racial stereotyping? People are constantly bringing up the idea of lead roles in media being given to people who are not caucasian and sometimes not male either. I will explain certain aspects of stereotyping through the cultivation theory with the goal of addressing the current issues in stereotyping.*

I. INTRODUCTION

The primary proposition of cultivation theory states that the more time people spend 'living' in the television world, the more likely they are to believe social reality aligns with reality portrayed on television, according to wikipedia. All of these assumptions of the stereotypical opinions, biased or otherwise, are relative to the cultivation theory as all of the media revelations are made to be entertainment that also manipulates the way the audience's opinions are thought out. Even though people speculate about stereotypes such as these to begin with, the media is encouraging most of the considerable rumors to become more realistic. The cultivation theory is basically their official and more scholarly documented way to bypass all unethical judgement.

II. FINDINGS

Most of my sources are about how media is portraying the general stereotyping we still see today using the cultivation theory. My findings go more in depth in regards to gender roles in the media and better supports what I am already saying.



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