

Stereotype

# Definition

“Stereotype is a cluster of beliefs usually lacking a rational basis regarding the members of some group.”

Baron & Byrne

Young says, “.....it is defined as a false classificatory concept to which as a rule, strong emotional feeling tone of like or dislike, approval or disapproval is attached.”

# Characteristics of Stereotype

- ✓ Stereotype is a mental picture or image (रूढ़ियुक्ति एक मानसिक प्रतिमा है)
- ✓ Stereotype contains a widely agreed belief (रूढ़ियुक्ति एक पूर्णरूपेण सम्मत विश्वास होता है )
- ✓ Stereotype involves gross and exaggerated generalization (रूढ़ियुक्ति में स्थूल एवं अतिरंजित सामान्यीकरण होता है)
- ✓ Generally no change takes place in stereotype (रूढ़ियुक्ति में परिवर्तन सामान्यतः नहीं होता है)
- ✓ Stereotype can be either positive or negative (रूढ़ियुक्ति सकारात्मक या नकारात्मक कुछ भी हो सकती है)

# Function and Importance of Stereotype in Social Life

- ✓ To make social behaviour meaningful (सामाजिक व्यवहारों को अर्थपूर्ण बनाना)
- ✓ To control social behaviour (सामाजिक व्यवहारों को नियंत्रित करना)
- ✓ Stereotypes help in prediction (रूढ़ियुक्तियों से पूर्वानुमान में सहायता मिलती है)
- ✓ Stereotypes help us in commercial advertisement (रूढ़ियुक्तियां हमें व्यावसायिक प्रचार में मदद करती हैं)

# Advantages

- Stereotype can be useful if you are in a new situation and need to make a quick judgment and fast decisions.
- Stereotyping can be seen as simplifying our surroundings so they are easier to understand. Stereotypes enable you to categorize people into groups, which allows you to form expectations about people and situation making life more predictable and easier to understand.

# Disadvantages

- The downside of using a stereotype to make a judgment about someone is that it might be completely misguided and incorrect, causing you to act differently towards the person which can offend them.
- That it makes us ignore difference between individuals; therefore we think things about people that might not be true (i.e. make generalizations).

# Causes of development and maintenance of stereotypes

1. Partial experience and knowledge
2. Socialization
3. Social and cultural distance
4. Imitation
5. Traditions and folkways

# Difference between stereotype and Prejudice

A stereotype is a thought that someone has about specific types of individuals that may or may not accurately reflect reality. Stereotypes can also be thought of like caricatures, which are pictures that exaggerate certain features while oversimplifying others and end up distorting the essence of an individual. Many stereotypes are widely held but they are also over generalised images or ideas about a particular type of person. Any time we group individuals together and make a generalisation or judgment about them without knowing them, this is an example of a stereotype.

A prejudice is an opinion - usually an unfavourable one - that was formed before having any evidence and that is not based on reason or experience. While a stereotype is a thought about a person or group of people, a prejudice relates to feelings and attitudes about that person or group of people. Prejudices are often rooted in the idea that certain types of people are worth less or are less capable than others.

<http://genderequality.gov.ky/resources/stereotypes-and-prejudice>



We need to do this!

**DON'T PUT  
PEOPLE IN BOXES**



# Reference

- <https://www.slideshare.net/anicatorlastchiild/stereotype-43525208>
- An outline of Social Psychology by Arun Kumar Singh - Motilal Banarsidas Publication. Stereotypes, pg. no.- 233-241

**THANK YOU**