Media Role in Creating Negative Stereotype against Minority: Analytical Essay

Introduction

Media is a communication system which reaches nearly every corner of the world and therefore, it matters because it influences the way people understand and see themselves. It is a powerful social force with capacity to shape civil society, policies, and build an environment all rounds. Therefore, media is significant audio visual outlets that can transform a popular imaginary into real world practices of violence, love, and hate (Castañeda, 2018). Therefore, media is a critical tool which is used to convey a message and it create a huge stereotype on any issues. In some cases, the media had been used to portray the minority in a positive manner making a society to turn against certain ideas. According to Raley and Lucas (2015), the media audiences are not just passive robots that consume all information they broadcast, the social context and how the media portrays information drives a lot of narratives in culture, politics, and economics. This helps in create a negative perception and stereotype against homophobia, sexism, and racism. It is, therefore, influence the way people perceive every aspects they aired.

The media is a power tool and it drives information which can change the narratives in the society. The way media portrays and show certain issues help in creating status quo and therefore, help in advancing the stereotype against the minority in the society (Shaw, 2010). The audience views any broadcast on ethnic and racial as a reflection of the way things viewed in the society and therefore, it helps in advancing the concept. It makes majority of people believe on the elements which are constantly broadcast to build a reality situation in the minds of people. Towbin, Haddock, Zimmerman, Lund, and Tanner (2003) poinetd out that the reproduction of gender, ethnicity, sexist and homophobic hegemony helps in creating the condition of status, and belief in the society against minority. The media can, therefore, be used to build a negative concepts, which are used against the minority hence can lead to negative stereotype. For instance, by reinforcing that Latinos are deported to Mexico and furthering the idea that Latinos are immigrants could help in creating a perception that all Latinos are illegal immigrants (Shaw, 2010). This could lead negative reflection of the Latinos and even other minorities in the society. Therefore, the way the media portray the idea or concept often can build a negative perception against the minority in the society.

In the case of Latino, the continue marketing the narrative of deportation regardless of the citizen status make to mean that Mexico Americans do not belong to the United States. Towbin, Haddock, Zimmerman, Lund, and Tanner (2003) stated that the way media present information to the audience gives the audience an opportunity to make their choices. But often the media negative broadcast or casting certain race, homophobia and other minority in the society, helps in creating a negative perception. By continously analyzing discourse and elements of disagreemet regarding the minority advance the steretype in the society.

In conclusion, the media is a powerful tool and it can be used to advance the negative thinking regarding the minority in the country. The negative stereotype is achieved by covering negative aspect and portray certain group as not belonging to the society. It is, therefore, used to create a negative perception and stereotype against homophobia, sexism, and racism, through

negative coverage and having discussion regarding a group of people with individuals who are against the ideas or the group. This has been to Latino to makes it look like they do not belong in the country and they should be deported. It is influence the way people perceive every aspect they aired.