# Name: Abdul-Rehman Roll no: 19l-1135 Section: CS-D1 PARAGRAPH:- Ethnocentrism: The Ethnocentrism in the article can be easily spotted in the behavior of the Media towards the White and the Black people. They are basically following the laws of racial discrimination so show the people of Society that the White are less evil than the Black. They have done this for years to create a sense of inferiority in Black people by over exaggerating their crime as see in the statement ”Montgomery's latest homicide victim had history of narcotics abuse, tangles with the law” for the black suspects and maintaining a difference in the White and Black classes of Society. Stereotypes and Prejudice: Stereotype can be seen in the fact that due to these statements everyone has a misunderstanding that the Black people are all about violence and the White are much more civilized. Prejudice can be seen in the lines “black victims are to blame for their own deaths, engaging in what critics sometimes allege is a form of character assassination”. It effects society in a way that now a days, it is expected by the society that every black kids will be nothing more than an uneducated stupid poor person who has no value in society. Incompatible Communication Codes: Media intentionally uses incompatible communication codes to further confuse the people of Society to create a bad image of the Black people in the minds of the people. Incompatible Norms and Values: This can be found now a days as many people time that the Black have no sense of honesty, ethics or good will. They have incompatible norms and values when they are compared with the white. Suggestion: “Adopting Correct Attitude” should be taken to improve the situation. This will help in increasing the status and the attitude of the people towards the Black people. The concept of “Nations are not Evil, People are” should be applied, and everyone should be judged on their individual personalities rather than on the actions of the people from the same race or caste.