

Is Stereotyping a real threat in the world of advertising or has society become too sensitive?

if we want to define Stereotyping, we find that “it’s the oversimplification of something that is more complex than it’s portrayed”, and if we want to discuss it, that’s because it is nowadays applicable on human beings more than other things, and especially affecting humans not THINGS.

So the question here,, is Stereotyping really considered as a threat when it comes to ADVERTISING, or we are just being too sensitive ?

As we can see, common examples of stereotyping in marketing include gender roles, racial stereotypes, others involving children, and so many other aspects, that’s affecting the individual’s performance whether in a good or bad way.

But, in the last couple of decades, scientists have started to discover that this phenomenon has many harmful and negative effects.

It started from “girls suck at maths” and “men are so insensitive” to “Girls should be thin and beautiful” or “black people struggle at university”, so many common cultural stereotypes about social groups that we hear since day 1 thinking it’s not as important as it seems and trying to neglect them, BUT deep down it affects more than we thought, it can be psychologically harming for many kids and they can grow with these ideas.

Besides of that when talking about racial stereotypes, we are having fixed belief and judging people based on their race, while it s impacting them emotionally and behaviorally, and most importantly, affecting their lives and academic performance, as a simple example, some black models can t be accepted to work in some international brands, just because of their color.

Added to all this, we have some general stereotypes about countries and nationalities, that can be unfair for lots of students and employees, we can take thee example of an african guy working in USA or UK, to not say 100% but a good percentage of his coworkers will have some overgeneralized thoughts about his mentality, beliefs, and attitudes in general, he can also be rejected from some positions just because of his origin.

To conclude, stereotypes are a bit like air, invisible but always present,some people say things like, “I don’t stereotype anyone based on their appearance,” the truth is that everyone does it due to mental shortcuts influenced by our racial socialization, so the first step to do to avoid harming other people, is to Recognize our stereotypes and the potential damage they do, and always remember that being Stereotyped Can Lead to Self-Stereotyping.