

MINIM

EO M

Mineconia

I A M

IMIO

**cold,
smooth
& unfair.**

Stereotyping at its best

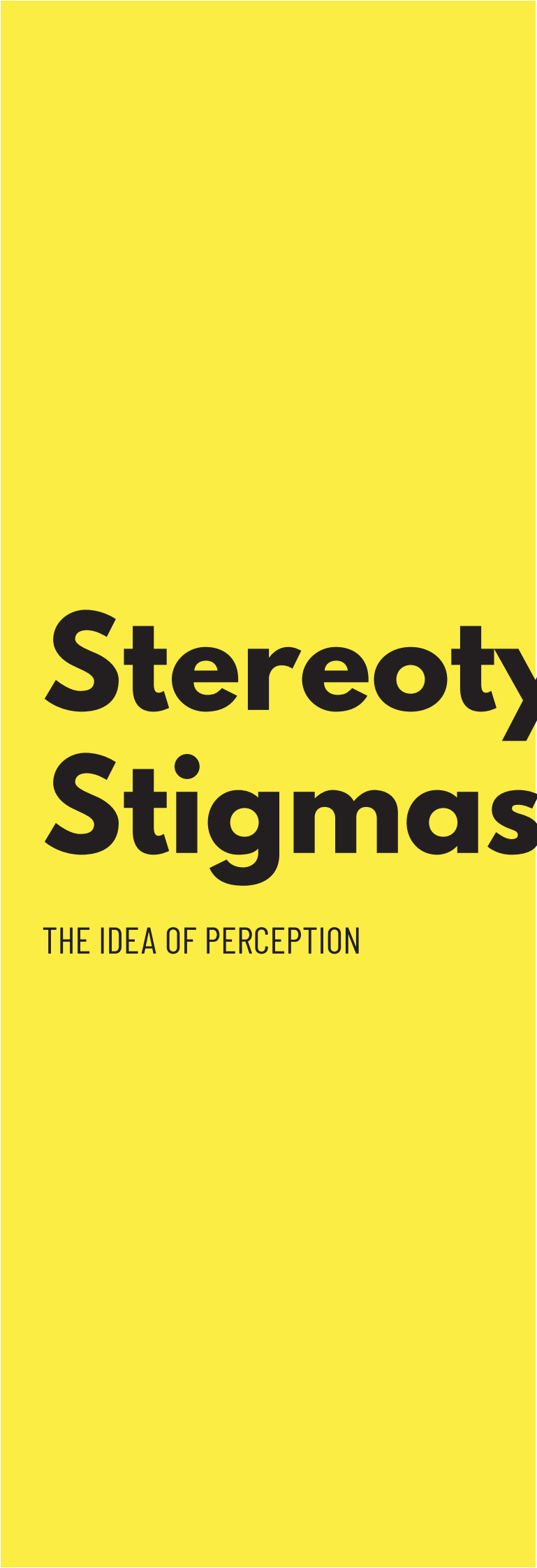
Mimeomia
LET'S TALK STEREOTYPES

Mimeomia ..what's that?

Ever felt frustrated of knowing how easily you fit into a stereotype..
even if you never intended to, even if never intended to, even if it's
unfair?

Even if everyone else feels the same way- each of us trick-or-treating
for money and respect and attention, wearing a safe and predictable
costume because we're tired of answering the question, "What are you
supposed to be?"

That's what you call Mimeomia.



Stereotypes & Stigmas,

THE IDEA OF PERCEPTION



related to a

girl

student.



cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

cold, smooth & unfair.

Perception

T H E I D E A O F P E R C E P T I O N

Assumptions: Good or Bad?

The idea of perception deals with the human tendency of harboring preconceived notions. When one thinks of a student of a particular educational background, quite a mix of thoughts or perceptions occur in one's mind.

Many stereotypes are negative, some are seemingly positive while the others are neutral.

One advantage of a stereotype is that it enables us to respond rapidly to situations because we may have had a similar experience before..

One disadvantage is that it makes us ignore differences between individuals; therefore we think things about people that might not be true (i.e. make generalizations)..

A Thought

B E L I E F S & P S Y C H O L O G Y

Inference: Good or Bad?

In social psychology, a stereotype is a fixed, over generalized belief about a particular group or class of people.

By stereotyping we infer that a person has a whole range of characteristics and abilities that we assume all members of that group have.

The problem is that people don't function solely as members of a group. We know this to be true about ourselves and our close friends. Most of us fit into different categories and have a variety of interests. We might like watching sports but be non-athletic. We might like designing dresses but still not have a distinct liking to wearing one.

“Cool! Make a potrait of me, your sketching ought to be dope!”

“ Does she really need to study?They’re so damn rich, can probably buy the degree lol “

“How’s she so simply dressed..dont these people dress over the top..or rather scantily..?”

“ What a bluff of being stressed about work. Makeup and dressing up is all that they study “

“Bro set me up with someone from you college no, you have all model materials”

“ Is he straight..?”

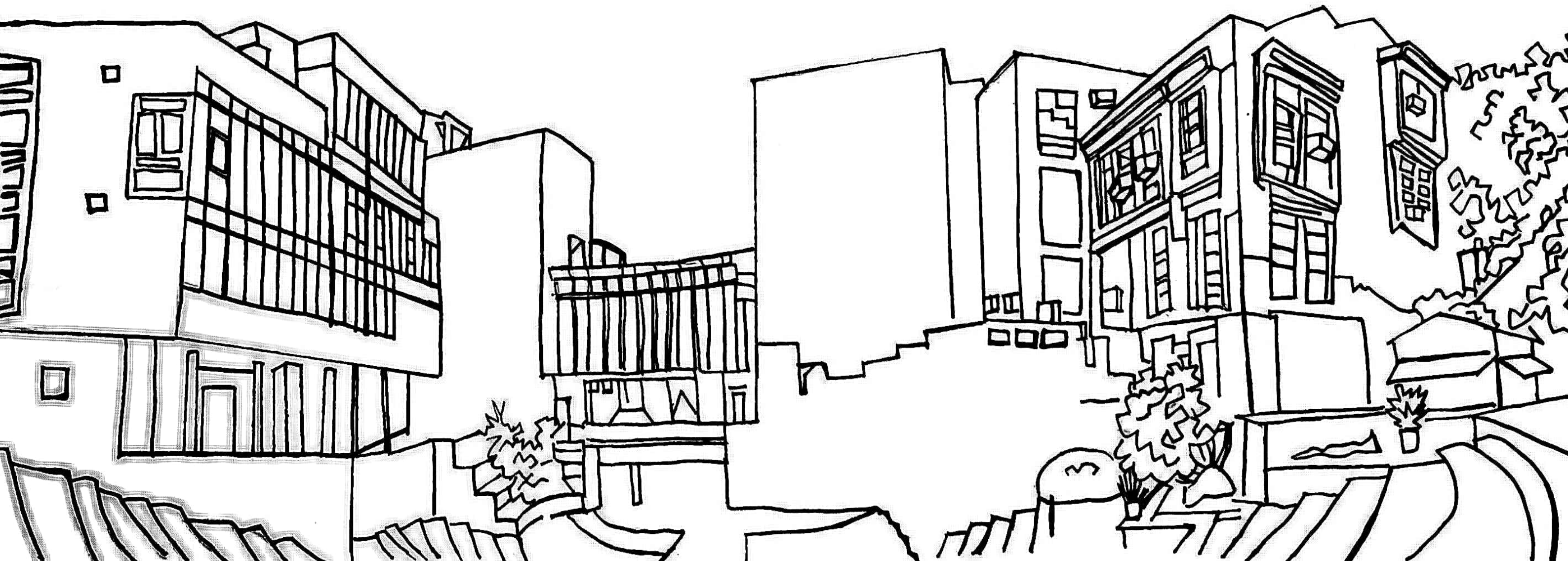
“NIFT?! Oh sew me a kurta no pleeaase!”

“These people are good for nothing/ God they slog so much!”

“ Of course you’re creative.. being high has its own perks”

What’s Brewing?

@aniff



TAGEROZIZATION

Stereotypes lead to social categorization, which is one of the reasons for prejudiced attitudes (i.e. “them” and “us” mentality) which leads to in-groups and out-groups.

Social CAT

The use of stereotypes is a major way in which we simplify our social world; since they reduce the amount of processing (i.e. thinking) we have to do when we meet a new person.

The Niftian Outlook

WHAT SETS THE DIFFERENCE?

Fashion, in my opinion, is one of the only industries which sets you free. Which makes us students capable of expanding our horizons to the extent, that sky becomes the limit. For our imagination to go up, above and beyond, we eye nothing as a constraint or an issue. But does the world outside view things just like we do?

Design and the connotations of empathy binds us all in hues of similarities. The dissimilarities might occur with the ones who don't resonate with our backgrounds.

The Outsider Lense

WHAT SETS THE DIVERGENCE?

Stereotypes don't just appear out of nowhere – they are based on ideas and experiences with certain groups and then extended to apply to an entire group.

When we think about other people, particularly people who are a different race from us, we often have a harder time understanding that complexity. So we put people into categories and thus – stereotypes are formed.

What could have led the forming of stereotypes of a NIFT student? The origin has led to both, good and not-so good perceptions.

THE FIRST STEP.

The first step is to identify stereotypes. When you find yourself filling in the gaps about a person, stop and ask yourself, "Is this true, or am I assuming it based on experiences with other people who look like her?"

And make an intentional effort to get to know people from different backgrounds.

Often when we begin to interact with people who are different from us, our experience of the "other" expands. It's important to surface the rolling tape of narratives about others that plays in our head. Once stereotypes are challenged repeatedly, it makes it harder to stereotype in the future.

Copyright© 2021 by NIFT

All Rights Reserved.

This book or any portion thereof
may not be reproduced or used in any
manner whatsoever without the express written
permission of the publisher except for the use of
any brief quotations in a book review.

Printed in India.

First Printing, 2021

Design and Illustration: Soumya Bhardwaj

Graphic Design

Batch of 2020-2024

Fashion Communication Department

National Institute of Fashion Technology, New Delhi

www.nift.ac.in

Mimcomia
