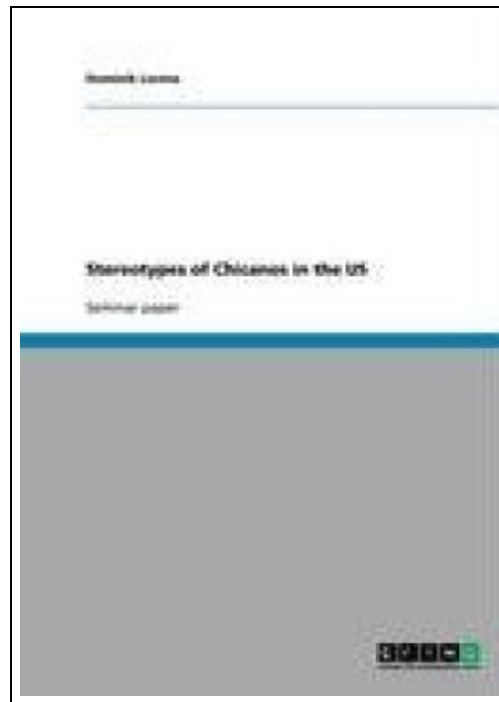


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Grin Verlag Nov 2008, 2008. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2008 in the subject English Language and Literature Studies - Culture and Applied Geography, grade: 1,7, University of Freiburg, course: Mexicans in the US, 29 entries in the bibliography, language: English, abstract: In this term paper, negative stereotypes of Mexicans and Chicanos in the U.S. media will be examined. These stereotypes include violent, criminal and vile behavior while wearing a wide-brimmed sombrero with a bottle of tequila in hand. Why do they exist What are the reasons for this Berg argues that one prominent source for the dominant stereotype of Chicanos is the media, primarily the globally dominant U.S. media, and specifically though not exclusively Hollywood movies. According to the psychologist Yueh-Ting Lee, stereotypes are probabilistic belief [which we] use to categorize people, objects, and events and we have to have them in order to deal with all the information in a world with which we are often uncertain as well as unfamiliar. A dangerous character is ascribed to stereotypes when we consider Bower s statement that stereotyping can be seen as a breeding soil for errant generalizations about others that easily [merge] into racism, sexism, and other forms of bigotry. Since a complete presentation of the existing stereotypes would stretch the point, I will focus on the most popular stereotypes ascribed to Chicanos. Furthermore, the origin of these negative stereotypes towards this minority will be analysed. In order to explore this, I will place emphasis on stereotypes in American news, movies and in advertisement. Last but not least, I will talk about multicultural picture books and stereotypes therein. In the first part of this term paper, I will talk about blurred...

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