

Artists and designers
often address the idea of identity.

Perception. Labeling. Stereotyping.

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How does the media promote labels?



I'm a PC

I'm a Mac

Have we really progressed from this...



...to this?

What are the underlining messages?



before **after**

Visibly more beautiful skin from the most unexpected of places – your shower.

Introducing Dove VisibleCare, our new revolutionary line of body washes that actually improves the look of your skin. With our highest concentration of NutriumMoisture™, you'll see visibly more beautiful skin in just one week. NEW DOVE VISIBLECARE CREME BODY WASH.

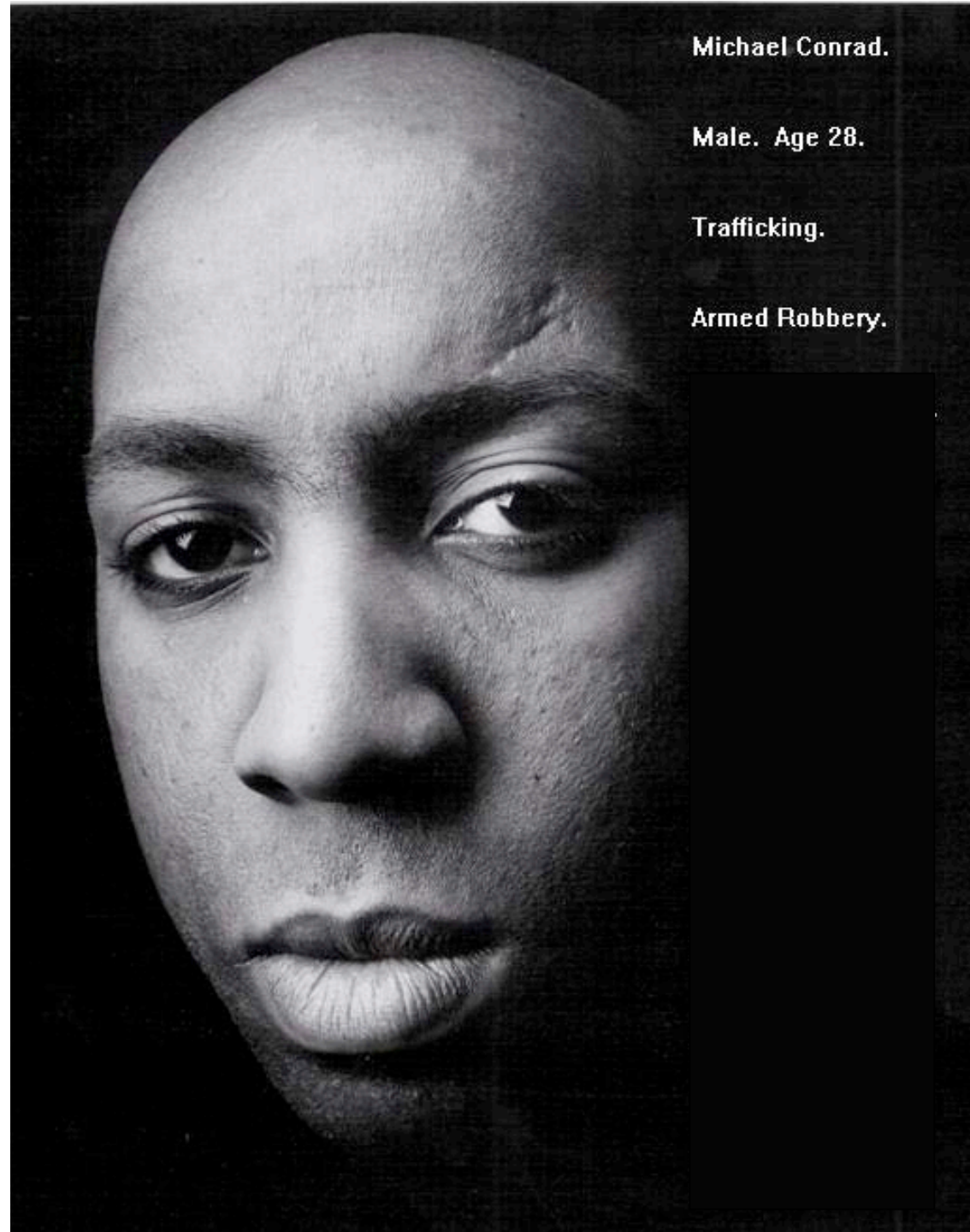
dove.com

Photos shown when used as directed. © 2010 Unilever. All rights reserved. Results may vary. See website for more information.

Michael Conrad.

Male. Age 28.



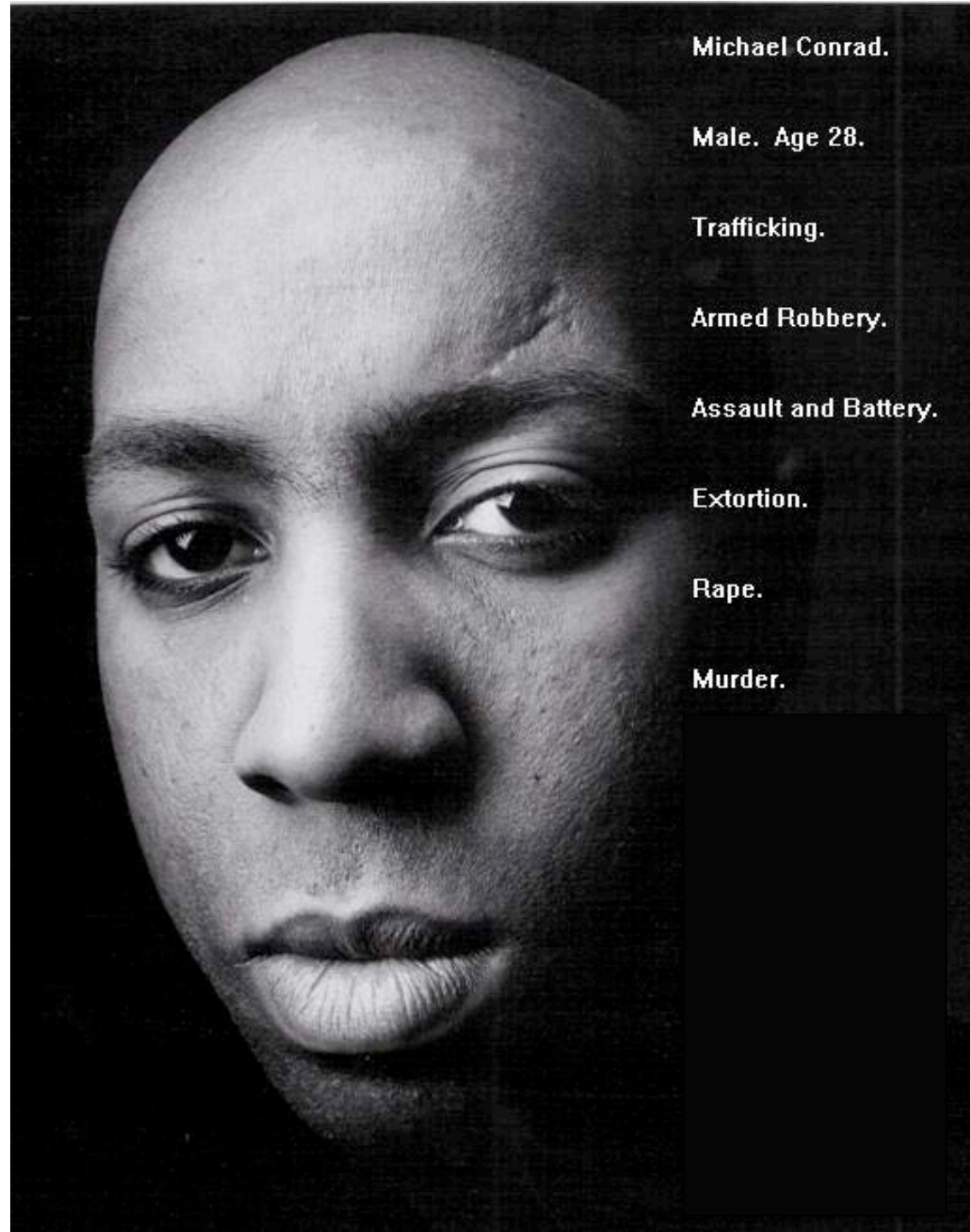


Michael Conrad.

Male. Age 28.

Trafficking.

Armed Robbery.



Michael Conrad.

Male. Age 28.

Trafficking.

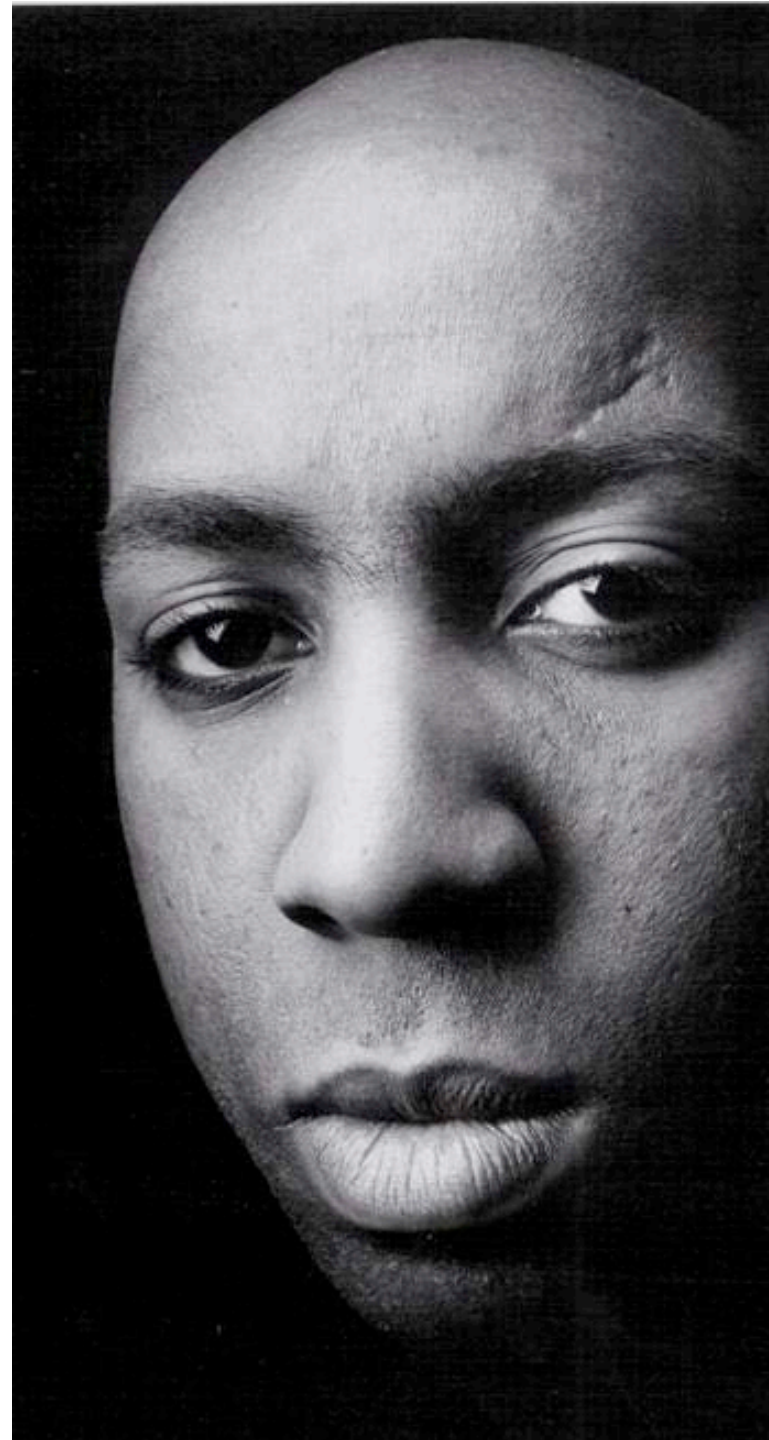
Armed Robbery.

Assault and Battery.

Extortion.

Rape.

Murder.



Michael Conrad.

Male. Age 28.

Trafficking.

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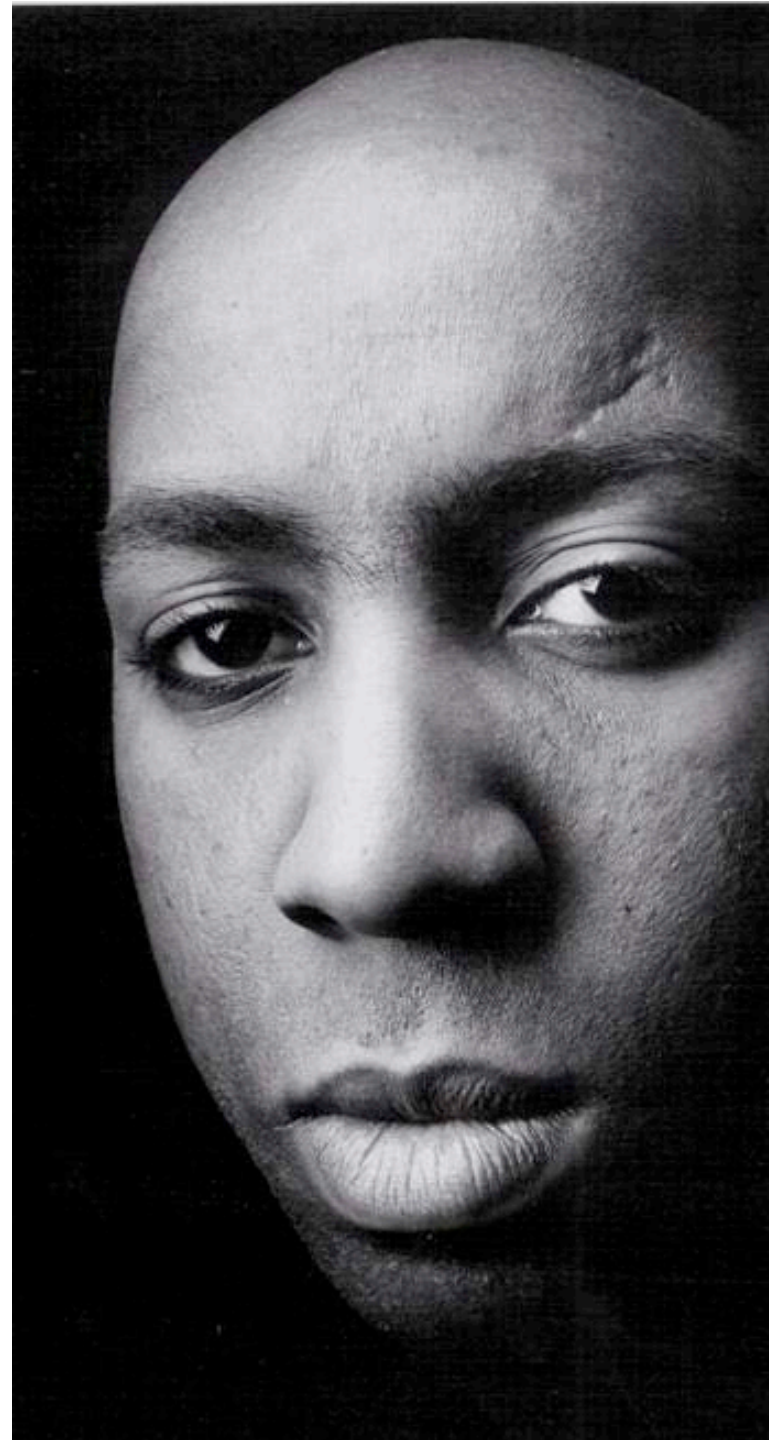
Rape.

Murder.

Apprehended

January 1994 by

Joseph Cruthers,



Michael Conrad.

Male. Age 28.

Trafficking.

Armed Robbery.

Assault and Battery.

Extortion.

Rape.

Murder.

Apprehended

January 1994 by

Joseph Cruthers,

shown here.

**Urban Alliance
on Race Relations**

Do we unconsciously make
assumptions based on race?

What does a face really tell us?



What if you were a different race?



Designer: Tibor Kalman

How would your life be different?

How does skin color affect us?



How does gender affect us?

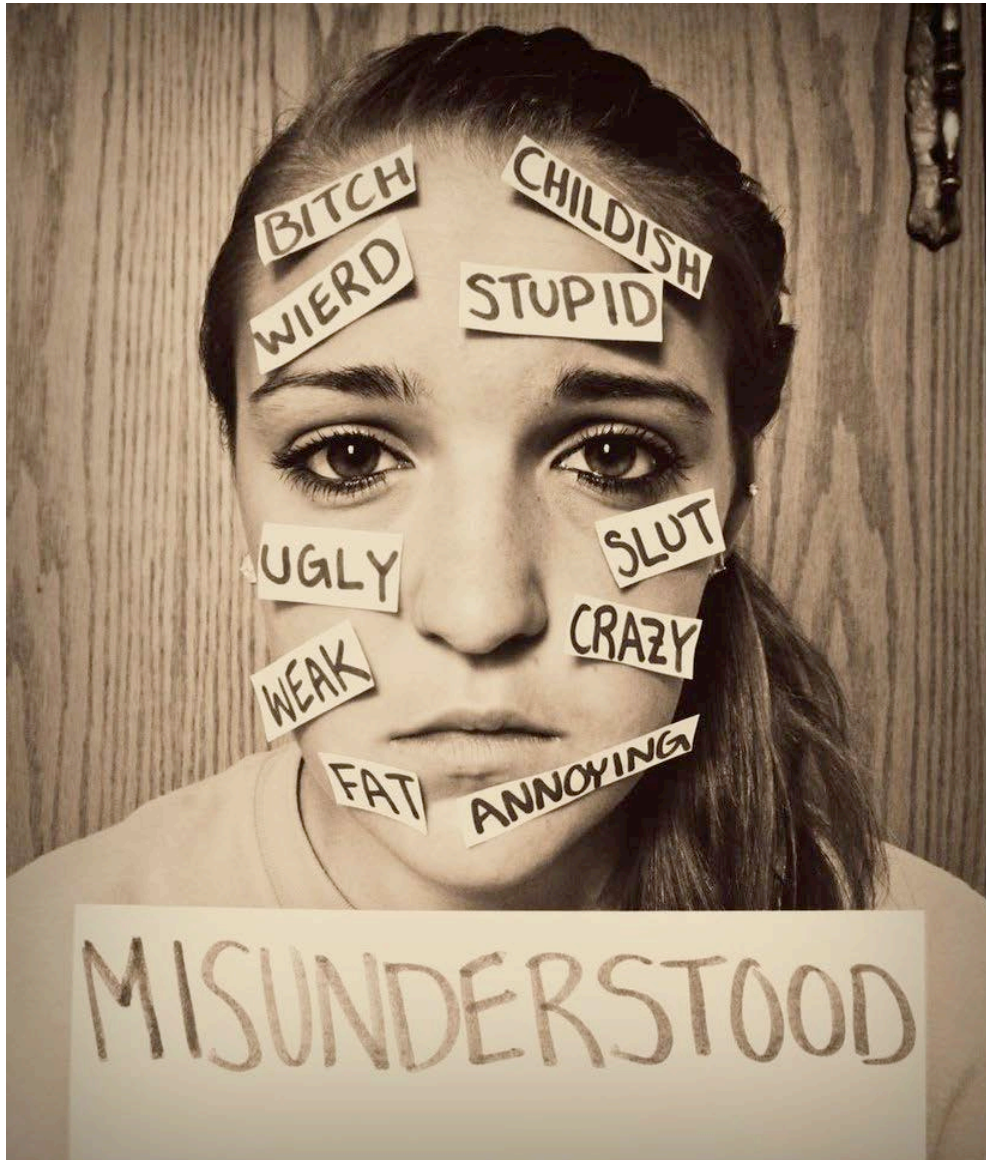


Juliana Espana-Keller

How do we label others?



How does that effect its victim?



I'm dealing with depression. **Stupid names don't help**

NUTTER

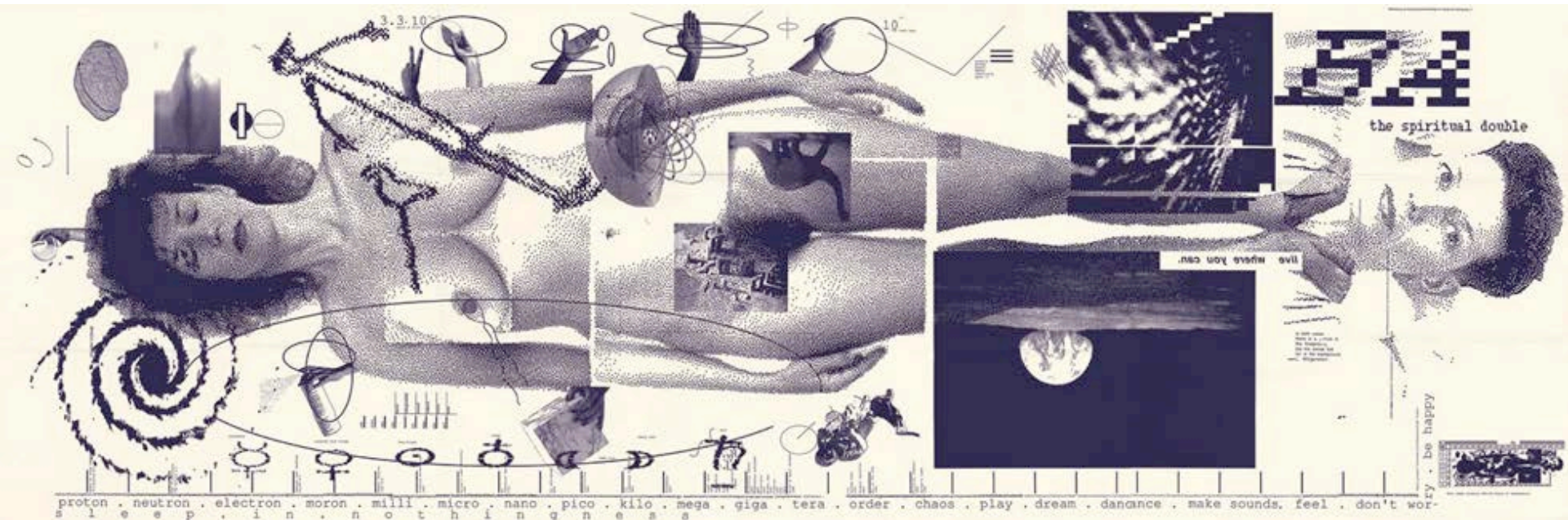
THOUGHTLESS WORDS ARE INSULTING AND DAMAGING
TO PEOPLE WITH A MENTAL ILLNESS.
GET A POSITIVE MENTAL ATTITUDE

FOR MORE INFORMATION ABOUT MENTAL HEALTH
AND WHERE TO GO FOR HELP VISIT
www.obmh.nhs.uk

**STAMPING
OUT
STIGMA**

Oxfordshire and Buckinghamshire Mental Health **NHS**
NHS Foundation Trust

How do we label ourselves?



April Greiman

How much of our own identity is our skin color?

We're Lucky we're WHITE

Lucky to be the majority.

We're lucky we're seen as "normal"

Lucky that People See US, not a COLOR.

We're lucky we don't get stared at every single time we walk into a room.

We're lucky we don't get followed by security when we go to the store.

We're lucky we don't get LOCKED when we walk by.

If you see...

We're lucky that it's easier to get a job, a bank loan, and approval in general.

Lucky we don't have our purse searched when we leave the mall, or have our car searched because we're in the WRONG neighborhood.


If you're not sure what to say, visit UnFairCampaign.org

SPEAK UP. Break the silence.

Un-Fair

unfaircampaign.org

It's hard to see racism when you're white.

A close-up photograph of a white woman's face, focusing on her eyes and forehead. Her hair is styled in curly braids. The image has a soft, slightly blurred background. Overlaid on the lower half of the image is handwritten text in black ink.

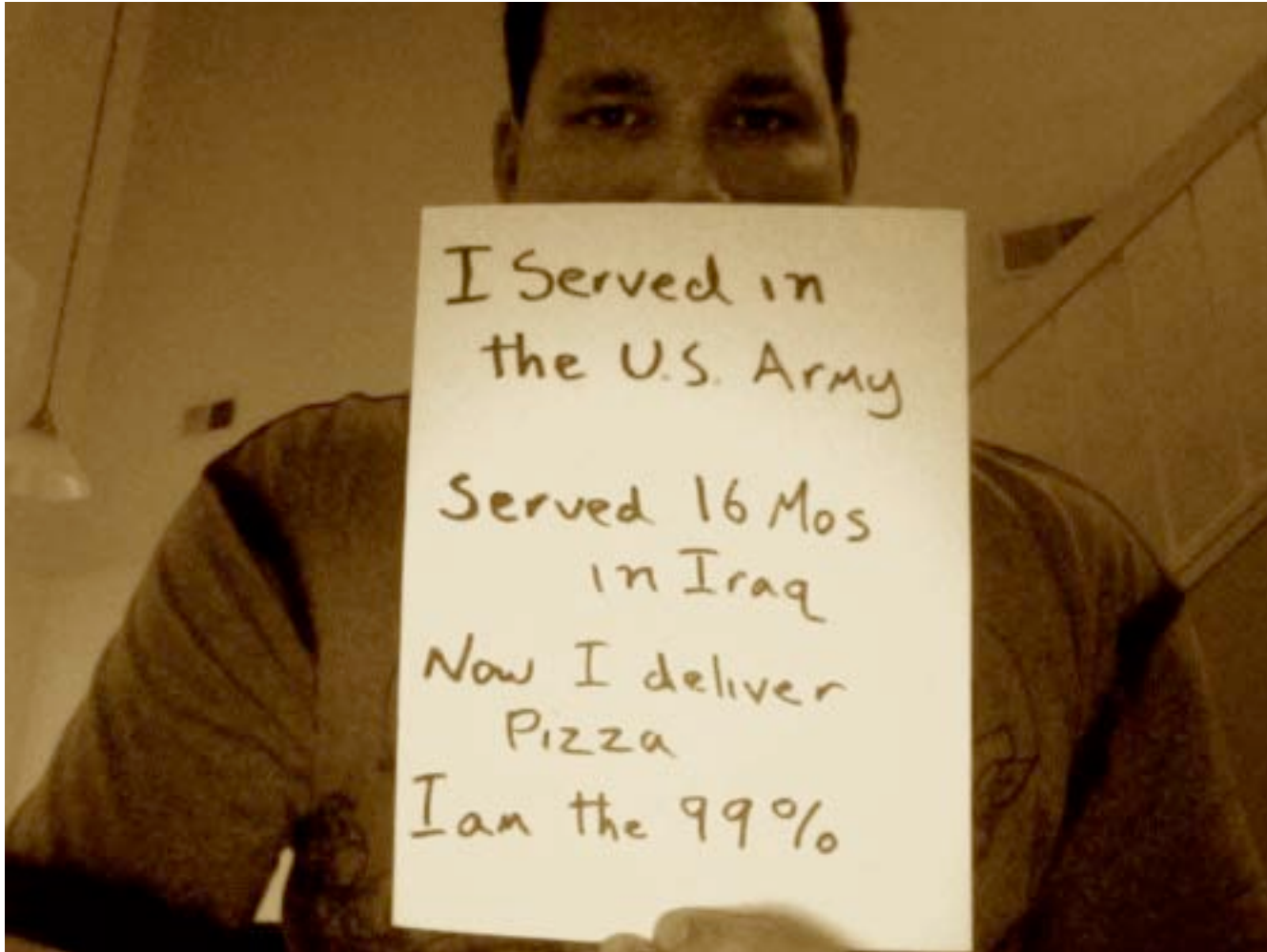
It's HARD to see RACISM
When you're white.

UnfairCampaign.org

Does sexual orientation change our perception?



What do we want others to know about us?





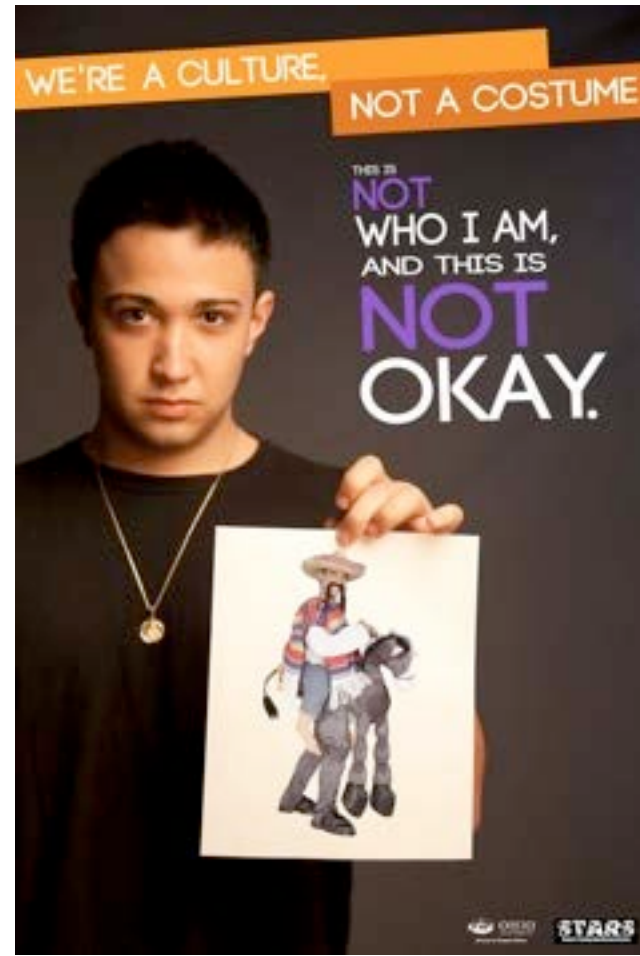
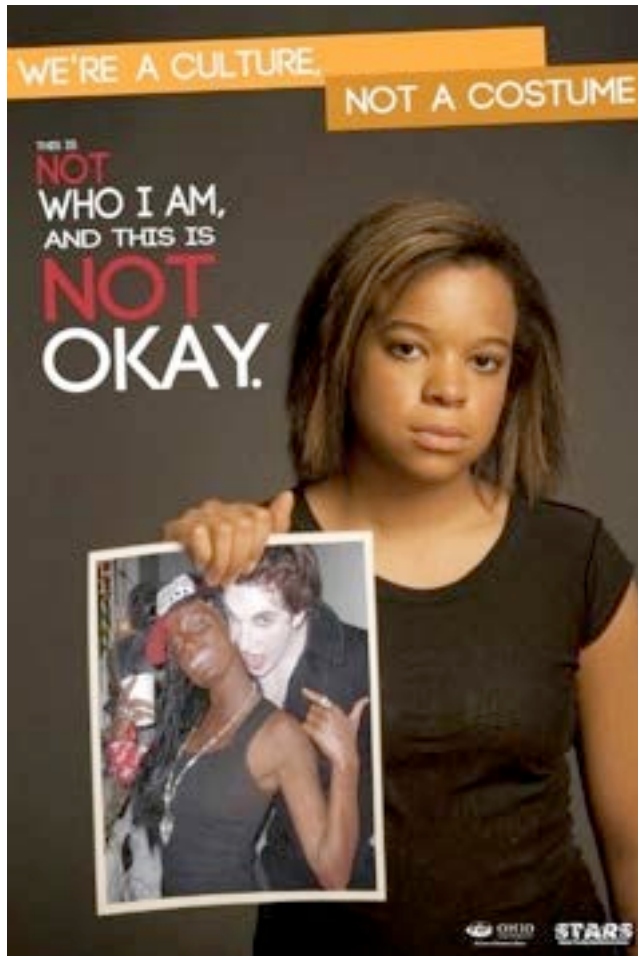
Jason Kaplan

who we are and who we are not



Ravel/Javi Valero


This campaign was part of an effort to prevent cultures from being translated into stereotypical costumes launched before Halloween.



Ohio State University
Student Group

WE'RE A CULTURE, NOT A COSTUME

THIS IS NOT WHO I AM, AND THIS IS NOT OKAY.



STARS

WE'RE A CULTURE, NOT A COSTUME


THIS IS NOT WHO I AM, AND THIS IS NOT OKAY.



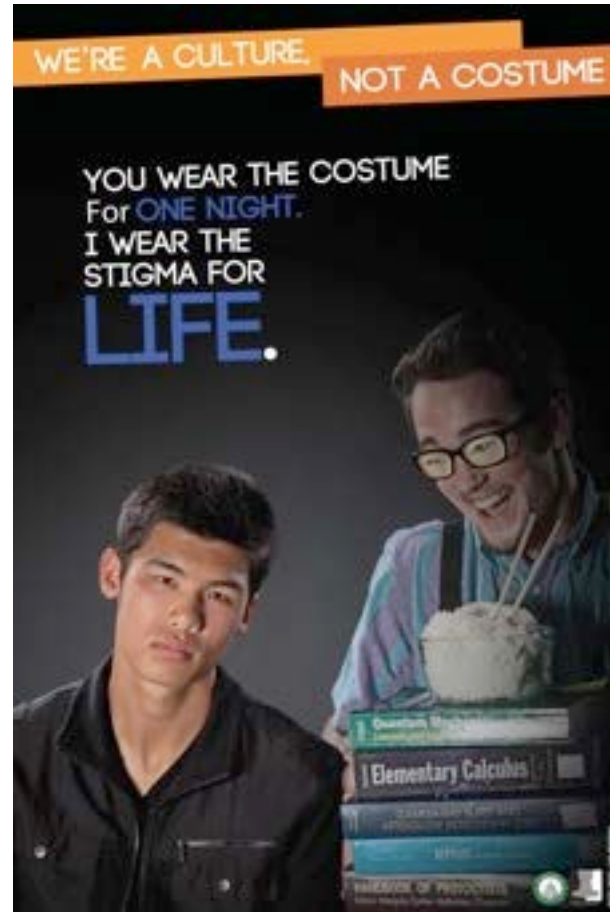
STARS

WE'RE A CULTURE, NOT A COSTUME

THIS IS NOT WHO I AM, AND THIS IS NOT OKAY.



STARS



WE'RE A CULTURE, NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.

A man in a black t-shirt is in the foreground. Behind him is a man wearing a leather jacket, a hat with a 'B' on it, and sunglasses. The background is dark.

WE'RE A CULTURE, NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.

A woman in a black hijab is in the foreground. Behind her is a woman wearing a red niqab with gold jewelry. The background is dark.

WE'RE A CULTURE,
NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.



A man in a dark shirt is playing a guitar. Next to him is a man wearing a plaid shirt and a cracked, white helmet. The background is dark.

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WE'RE A CULTURE,
NOT A COSTUME

YOU WEAR THE COSTUME
FOR ONE NIGHT.
I WEAR THE
STIGMA FOR
LIFE.



A woman with braided hair is wearing a dark top. Next to her is a man wearing a turban and a cracked, white helmet. The background is dark.

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Are racial biases present early in life?



or is that taught?

Immature cognitive structures of preschoolers make them rife for stereotyping.

(Aboud, 2008; Hirschfeld, 2008; Katz & Kofkin, 1997).

- While young children are able to categorize people by race, they are often not able to categorize a person according to multiple dimensions at once (Aboud, 2008).
- Thus, they engage in “transductive reasoning” – when they see people who are alike in one dimension (e.g., skin color), they presume they are alike in other dimensions as well (e.g., abilities or intelligence)
(Katz & Kofkin, 1997; Patterson & Bigler, 2006)

**YOUR SKIN
COLOR
SHOULDN'T
DICTATE
YOUR FUTURE**



A campaign from the LICRA (**Ligue Internationale Contre le Racisme et l'Antisémitisme**) against racism and anti-semitism

**YOUR SKIN
COLOR
SHOULDN'T
DICTATE
YOUR FUTURE**



**YOUR SKIN
COLOR
SHOULDN'T
DICTATE
YOUR FUTURE**



What is the message we are giving our children?



1 in 5 girls would consider plastic surgery.

Get involved at www.campaignforrealbeauty.com.sg

 the dove self-esteem fund

Labels = Stereotyping = Damaging



One word has that power.





USING GAY
TO MEAN DUMB
OR STUPID -
NOT COOL.

NOT IN
MY HOUSE.

Ad Council GLSEN

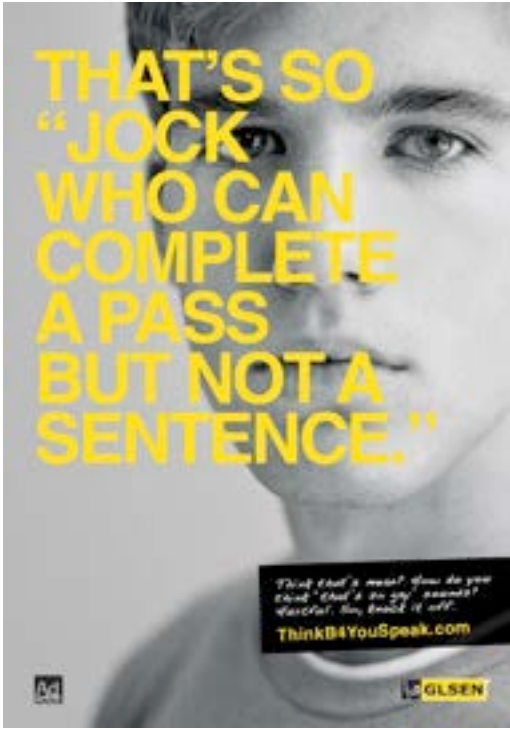
HOUSE RULES



A message from the NBA and its players



THINKB4YOUSPEAK.COM




THAT'S SO
"JOCK
WHO CAN
COMPLETE
A PASS
BUT NOT A
SENTENCE."

*Think that's mean? How do you
think "that's so gay" sounds?
Useful. So, knock it off.
ThinkB4YouSpeak.com*

Ad

GLSEN



THAT'S SO
"CHEER-
LEADER
WHO LIKE,
CAN'T LIKE,
SAY SMART
STUFF."

*Think that's mean? How do you
think "that's so gay" sounds?
Useful. So, knock it off.
ThinkB4YouSpeak.com*

Ad

GLSEN



THAT'S SO
"GAMER GUY
WHO HAS
MORE
VIDEOGAMES
THAN
FRIENDS."

*Think that's mean? How do you
think "that's so gay" sounds?
Useful. So, knock it off.
ThinkB4YouSpeak.com*

Ad

GLSEN

Lesson:

1. List 3 of the worst and false stereotypes that someone might think about you merely by looking at you?

1. Write 3 sentences to answer those claims.
(If you are not _____)

You are _____.

Examples 

