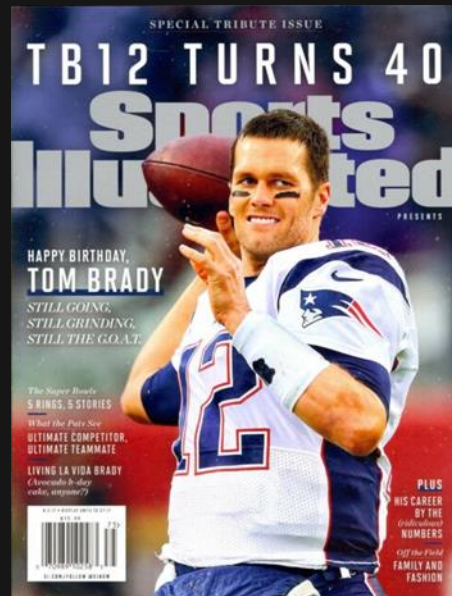


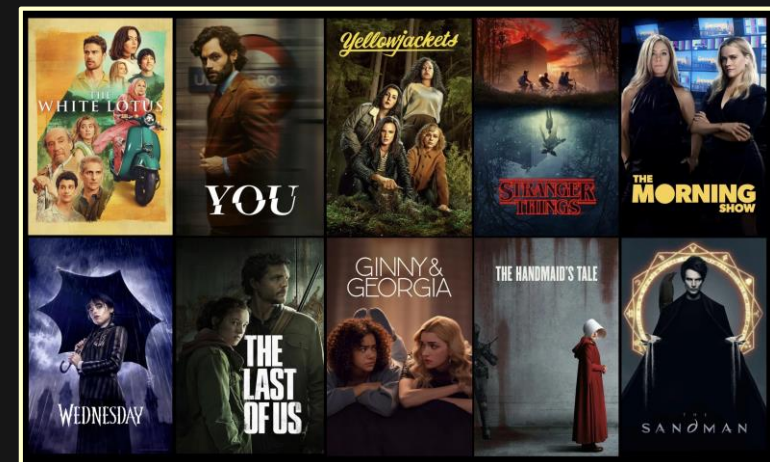
Cultural Stereotyping in the American News & Entertainment Media

The Imagistic and FORMULAIC Framing of the “Self” and the “Other.”



Cultural Stereotypes and Story-Telling

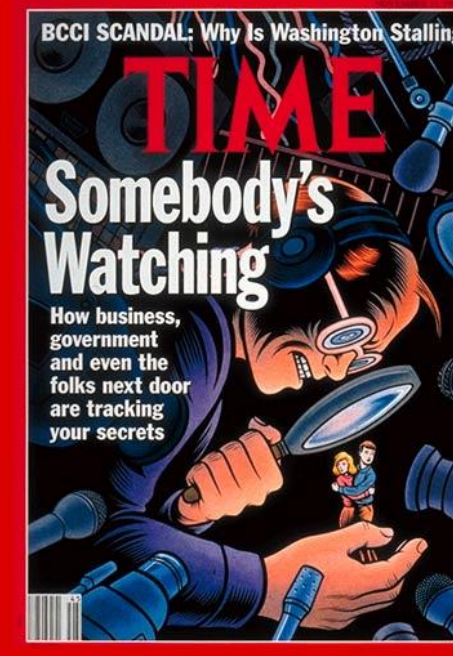
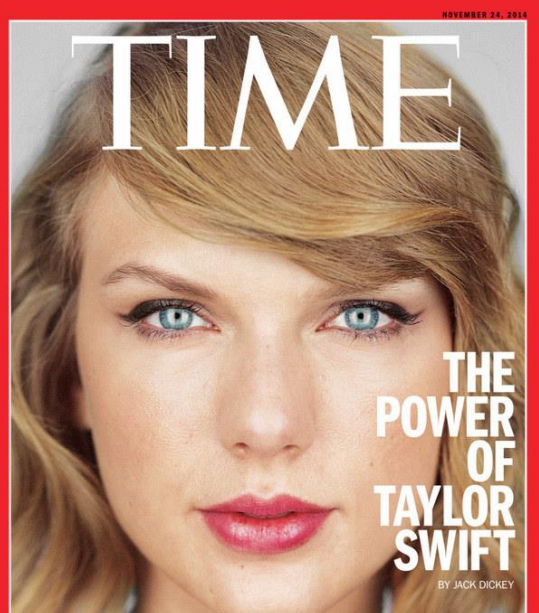
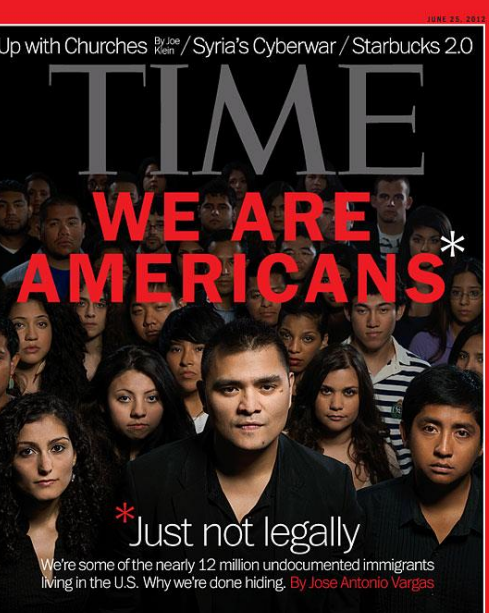
- Stereotypes are a **central** part of nearly **ALL** stories!
- **STORY TOOLS: Quick/Identifiable** → quickest “meaning-making” comes out of oppositional forces
- **EMPHASIZE Dramatic Tensions**
- Frequently represent the **EXTREMES** of our Cultural Biases.
- Frequently “**normed**” and therefore largely **invisible** to consumers **AND** producers of media
 - Information Overload +
 - Quick Stories +
 - Lack of context
 - Unidimensional +
 - Uninformed populace +
 - Humor (All comedy all the time)+
 - Extreme Solutions+



Framing of NEWS STEREOTYPES

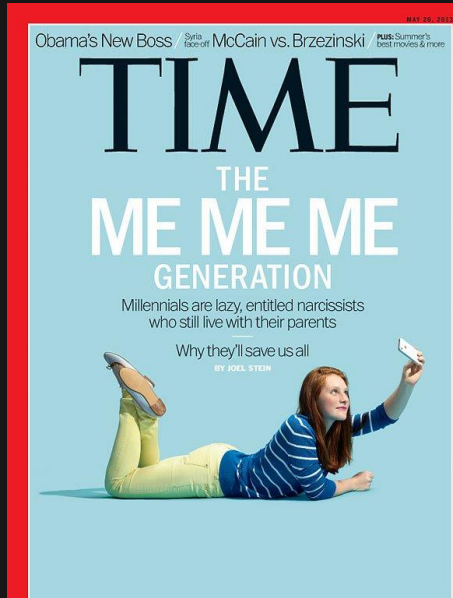
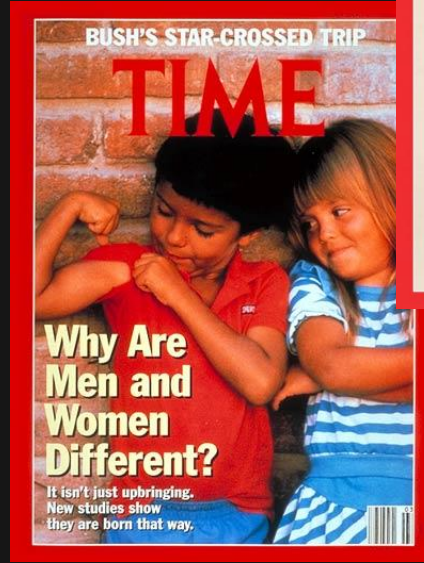
Baseline Biases of MOST media organizations

- **Bias #1: Nationalistic/Patriotic Political-Editorial Bias**– News/Media almost always reinforce the Government on foreign policy issues. News Patriotism. Largely “invisible”
- **Bias #2: Corporate Consumer Culture Bias.** Audiences → Advertisers: **70%-30% split** (ads vs. news). **PRO BUSINESS + PRO TECHNOLOGY**
- **Bias #3: News slants/angles create-reinforce Mainstream Cultural Biases/Viewpoints**



POLEMICS: Dramatic/Confrontational Divisional DRAMATIC and Oppositional Polemics through IMAGES, HEADLINES, and EDITORIAL SLANTS

1. Gender: He-She-They
2. Politics: Conservative vs. Liberal
3. Age: Children – Tweens – Adults – Elderly
4. Religion: Christians vs. Muslims; Believers vs. Non-believers
5. Race: Black vs. White
6. Economics/Income/Cla\$\$: Elites of Society vs. Common People
7. NATIONALISTIC: US vs. Them



NATIONAL NEWS: Time Magazine as an AGENDA SETTER for NEWS & American Foreign Policy

☑ Time Magazine = News for the “common man”

☑ Henry Luce—Founder (1923)

☑ National & GLOBAL ADVERTISING (FULL COLOR)

☑ Mainstream News Digest— One sitting.

☑ The News/Ad SPLIT (30%/70%)

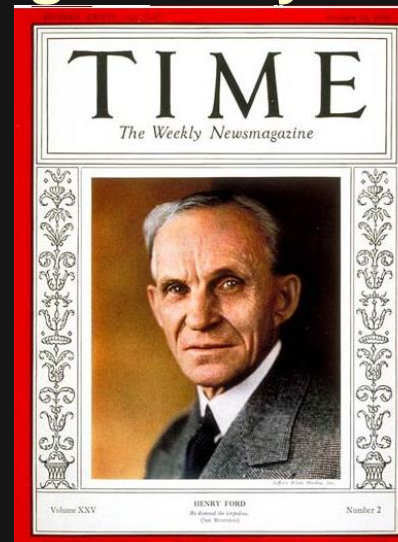
☑ PHOTO/IMAGE CENTRIC PUBLICATIONS

☑ America First (er)!! (Ardent Nationalism/Patriotism).

☑ Centrist Conservative Editorial Slant.

☑ “American Exceptionalism”: United States is the “Guiding light of Freedom and Democracy worldwide.”

☑ Life Magazine (1936) = American Family Culture, Society, Fashion, Trends



TIME-LIFE MEDIA EMPIRE

SETS THE MEDIA AGENDAS OPERATIONALLY & IDEOLOGICALLY

☑ **TIME-LIFE MEDIA EMPIRE** AGENDA SETTING FOR NEARLY ALL US MEDIA | POLITICALLY, OPERATIONALLY, and IDEOLOGICALLY

– TLM = TIME-WARNER GLOBAL MEDIA—Now Charter/Spectrum Communications

– **POLITICIZED MEDIA/NEWS OUTLETS**

– But the **AVG AMERICAN** doesn't know it.

– CNN-FOX-MSNBC

– USA Today

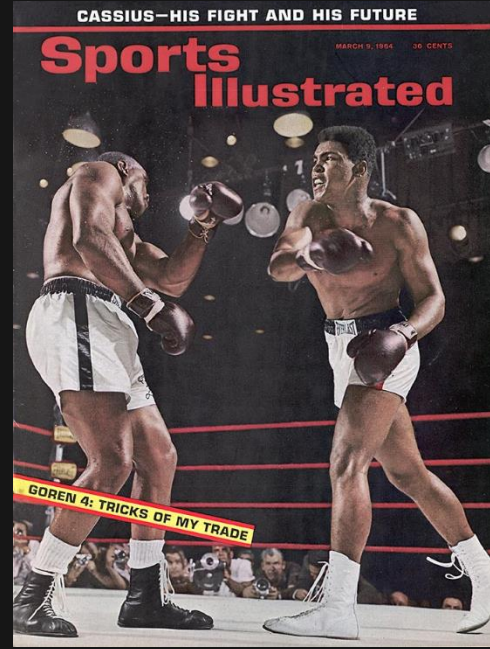
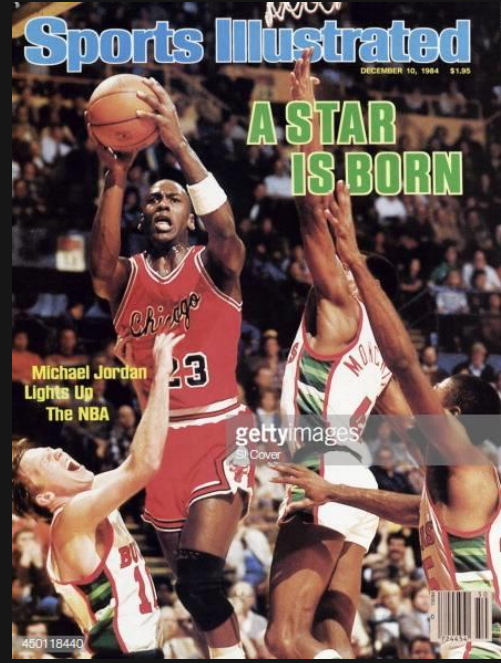
– Newsweek, US News and World Report and nearly all American national news magazines

– NYTIMES-WASH POST-Boston Globe among many others...

SPORTS ILLUSTRATED Magazine (1954→)

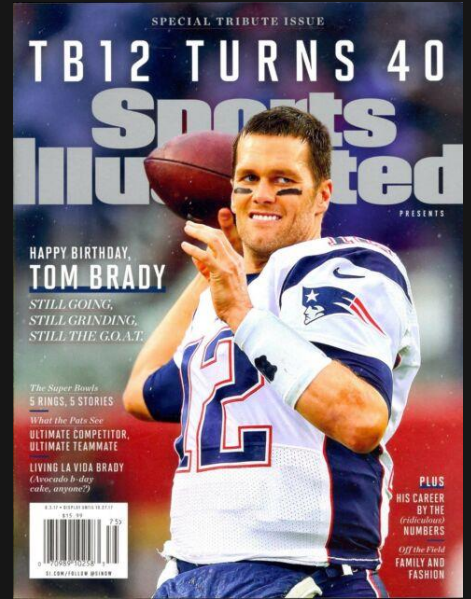
Most covers by athlete, 1954–2016

Athlete	Sport	Number of covers
Michael Jordan	Basketball	50
Muhammad Ali	Boxing	40
LeBron James	Basketball	25
Tiger Woods	Golf	24
Magic Johnson	Basketball	23
Kareem Abdul-Jabbar	Basketball	22
Tom Brady	Football	20



Most covers by sport, 1954–2009

Sport	Number of covers
Baseball-MLB	628
Pro Football-NFL	550
Pro Basketball-NBA	325
College Football	202
College Basketball	181
Golf	155
Boxing	134
Ice hockey	100
Track and Field	99
Tennis	78



People Magazine

Celebrity-Royalty

People Exclusive

BRITNEY GRINER'S HOMECOMING
Her Wife, Cherelle, Shares Their Joyful Reunion—and Their Fight to Bring Others Home

Ben & J.Lo's Romantic Christmas!

January 9, 2023

People

Finding My Way Back to Happiness

Drew Barrymore's Emotional Journey

The star faced the most "cripplingly difficult" years of her life after her divorce. How she launched a triumphant second act with her talk show and blended family: "I slayed more dragons"

KEVIN COSTNER'S SURPRISING DIVORCE
Plus: What's Next for Yellowstone

Jamie Foxx
The Latest on His Health Crisis

EXCLUSIVE DETAILS

King Charles III

May 22, 2023

People

The Next Royal Era Begins

Behind the Scenes at the Coronation

The private family moments • Kate's spectacular style • Harry's arrival—and early exit

People Exclusive

Kelly & Mark Mix Love and Work on Live!
"It's a Dream Come True"

Emotional Details
3 MONTHS AFTER HIS SNOWPLOW ACCIDENT

April 24, 2023

People

Jeremy Renner's Incredible Recovery

Crushed while saving his nephew, the Marvel star nearly died. Now he's learning to walk again and determined to heal for his daughter and family

April 24, 2023

\$6.99

0 17426 10227 1

Tori & Dean's Marriage Crisis
WHAT'S REALLY HAPPENING

Kevin Costner's Messy Divorce
Why His Wife Won't Move Out

People Exclusive

People

The Secret Life of Jackie Kennedy

July 3, 2023

\$6.99

0 17426 10227 1

A bombshell new book reveals:
• Intimate details of her romance with a dashing architect
• The lasting trauma of JFK's assassination
• Her emotional final days

MARCH 24, 2013

TIME

NEW
WORLD
POPE

POPE FRANCIS



www.time.com

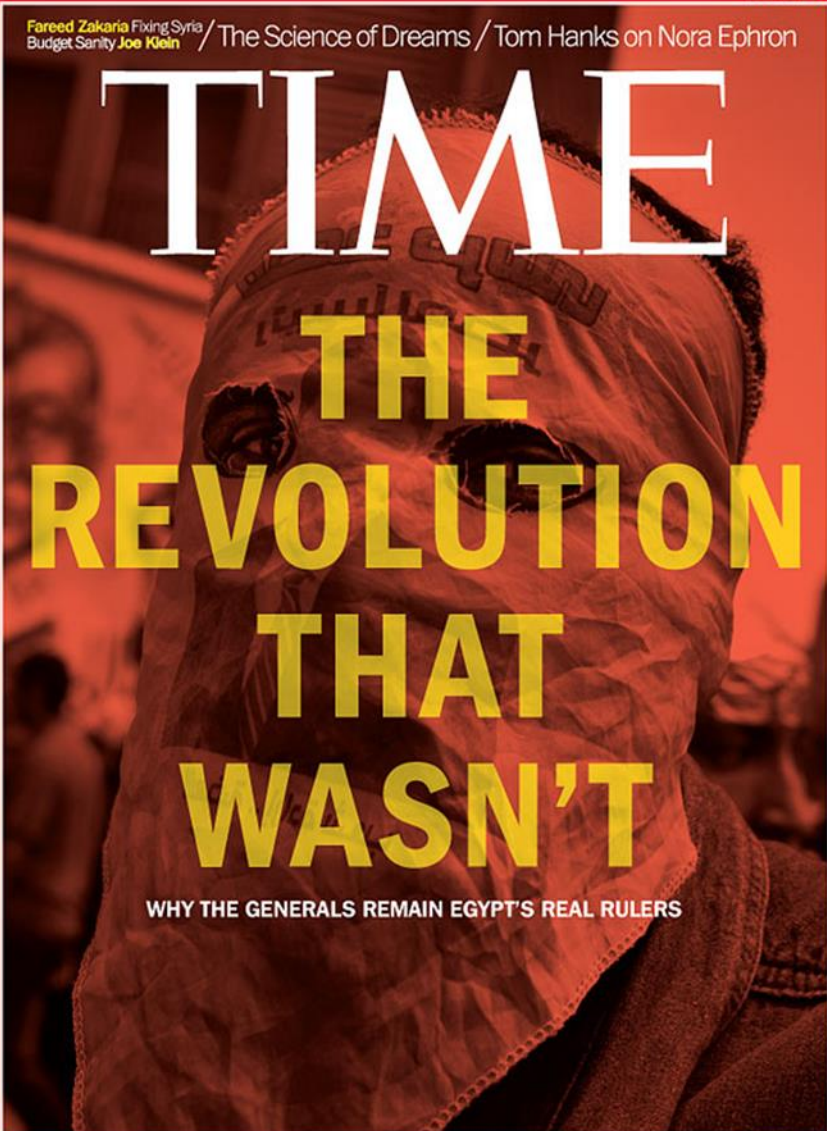
JULY 9, 2012

Fareed Zakaria Fixing Syria / Budget Sanity Joe Klein / The Science of Dreams / Tom Hanks on Nora Ephron

TIME

THE REVOLUTION THAT WASN'T

WHY THE GENERALS REMAIN EGYPT'S REAL RULERS



www.time.com

MARCH 5, 2007

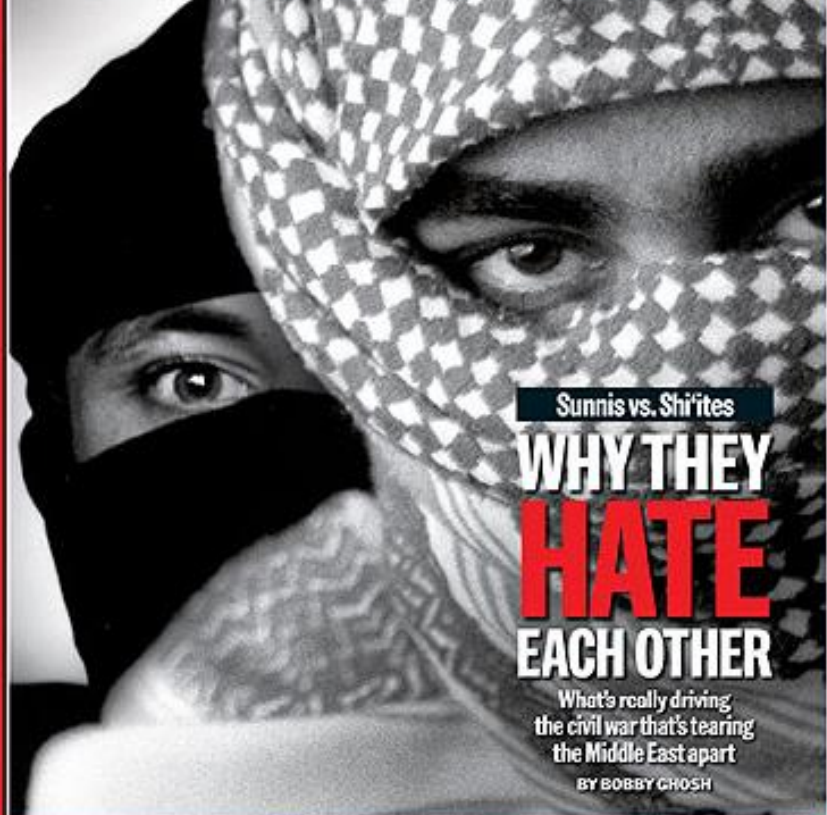
www.time.com

WHAT A BLAST: SPACE TOURISM MAY BE CLOSER THAN YOU THINK



Richard Branson

TIME



Sunnis vs. Shi'ites
**WHY THEY
HATE
EACH OTHER**

What's really driving the civil war that's tearing the Middle East apart

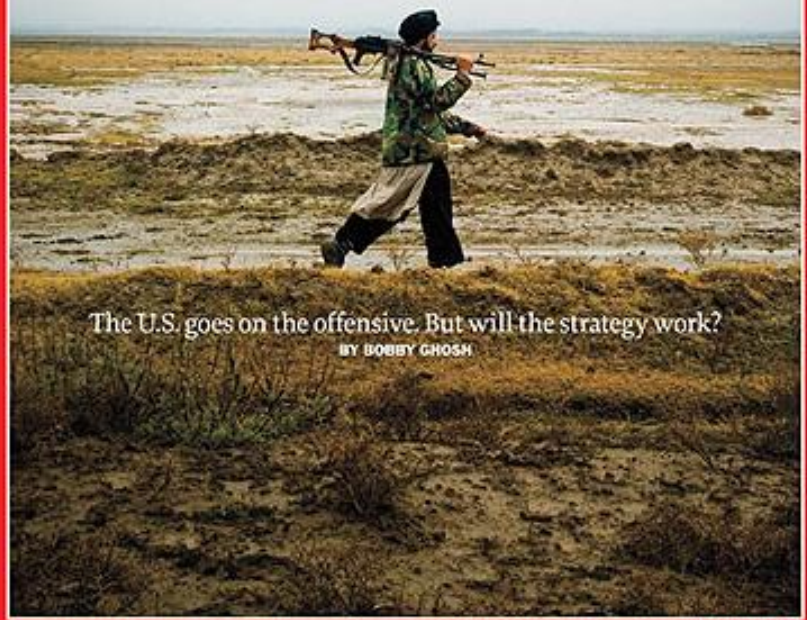
BY BOBBY GHOSH

MARCH 9, 2010

Joe Klein: West Bank Renaissance | Haiti: Coping with a New Crop of Orphans | Autism: Who's Afraid of Jenny McCarthy? | The Oscars: How to Win Your Office Pool

TIME

TAKING ON THE TALIBAN



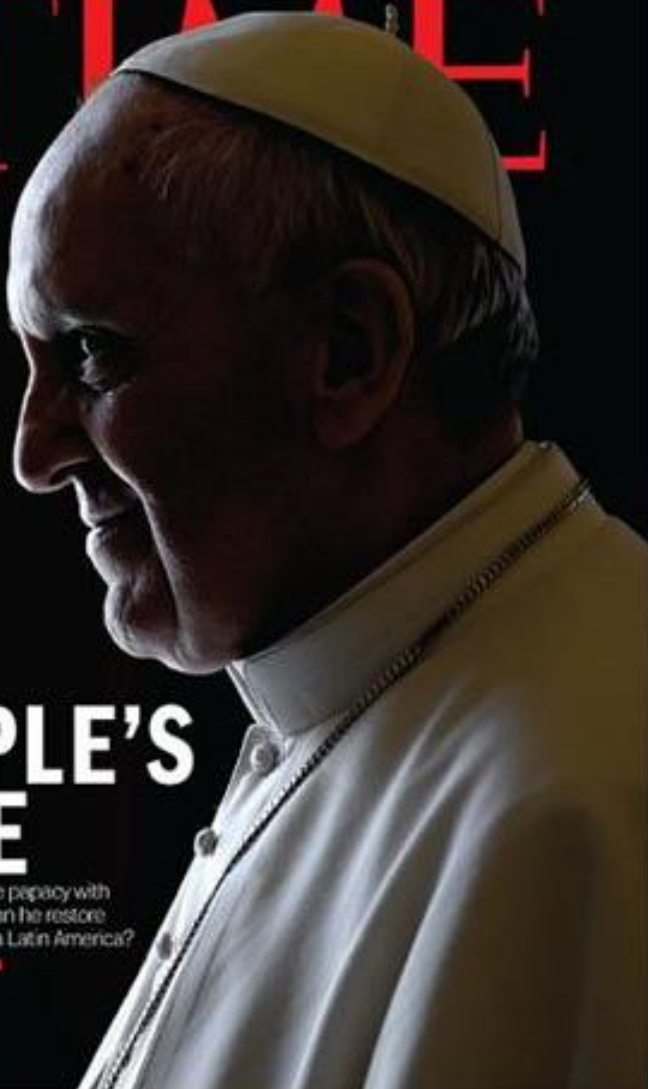
The U.S. goes on the offensive. But will the strategy work?
BY BOBBY GHOSH

www.time.com

JULY 29, 2013

Bilingual Brains / After Trayvon / The End of Chemo?

TIME



THE PEOPLE'S POPE

Francis is redefining the papacy with humility and candor. Can he restore the church's fortunes in Latin America?

BY HOWARD CHUA-EDAN

TIME.COM

DECEMBER 23, 2013

TIME

POPE FRANCIS

PERSON OF THE YEAR



TIME.COM

NOVEMBER 27, 2006

www.time.com

TIME

THE POPE
CONFRONTS

ISL^CM

How Benedict XVI's first
visit to a Muslim nation could
reshape the debate between
Islam and the West

BY DAVID VAN BIEMA
& JEFF ISRAELY



JUNE 19, 2006

www.time.com AOL Keyword: TIME

TIME

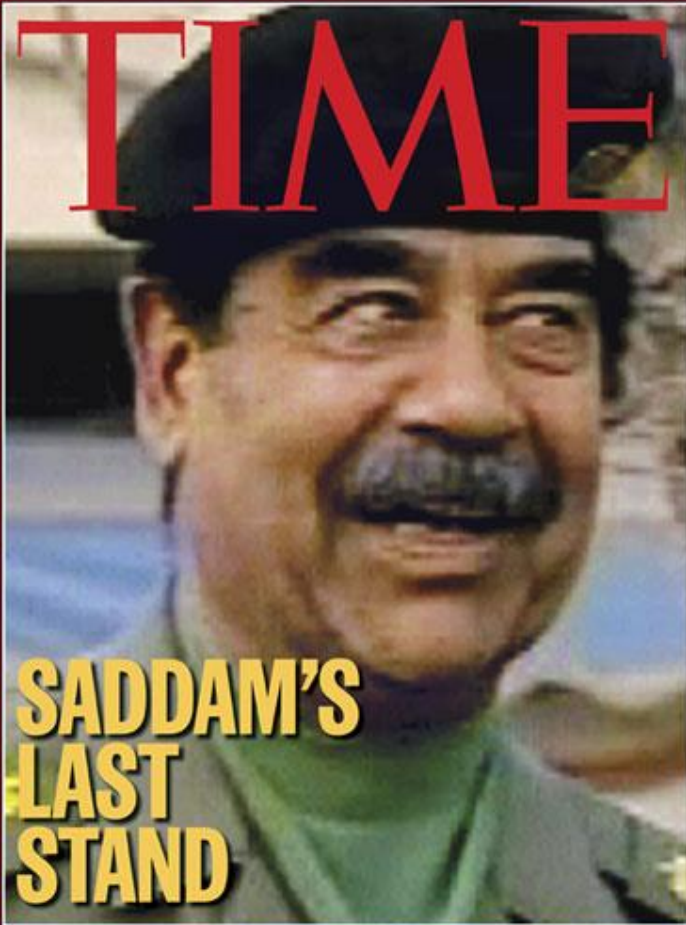


APRIL 14, 2003

www.time.com AOL Keyword: TIME

TIME

**SADDAM'S
LAST
STAND**



SEPTEMBER 25, 2006

www.time.com

EXCLUSIVE INTERVIEW
AHMADINEJAD SPEAKS

TIME

**WHAT
WAR
WITH
IRAN
WOULD LOOK LIKE**
(And how to avoid it)

Iranian
President
Mahmoud
Ahmadinejad



FEBRUARY 17, 2020



CHINA'S TEST

by Charlie Campbell

Preventing the Next Outbreak

by Pardis Sabeti

The Economic Threat

by Ian Bremmer

time.com

DOUBLE ISSUE

DECEMBER 21, 2019 / JANUARY 7, 2020

Person of the Year

And the Runners-Up
At Core: J.K. Rowling, Ha Joon
& General David Petraeus

TIME



Vladimir
Putin

Tsar of
The New
Russia

www.time.com

BECOME RICHEST MAN

BUY TWITTER

LAUNCH ROCKET

BRING ROCKET BACK

IMPLANT HUMAN BRAIN CHIP

GET TRUMP ELECTED

WORK FROM MAR-A-LAGO

SLASH \$2 TRILLION

FLY TO MARS

TIME



CITIZEN MUSK

WHAT'S NEXT ON HIS TO-DO LIST?

BY SIMON SHUSTER

Person of the Year TIME



DONALD
TRUMP

PRESIDENT
OF THE
DIVIDED STATES
OF AMERICA

TIME

**THERE'S A
RIGHT WAY
TO REOPEN
AMERICA.
THIS ISN'T IT**



MAY 27, 2024

TIME



If He Wins

by
ERIC CORTELESSA

time.com

AUG. 26, 2024

TIME



Kid of the Year

**HEMAN
BEKELE**

A 15-YEAR-OLD
SCIENTIST WHO
COULD CHANGE
HOW WE TREAT
SKIN CANCER

time.com

DOUBLE ISSUE

DEC. 28, 2021 / JAN. 9, 2022

PERSON OF THE YEAR

VOLODYMYR ZELENSKY & THE SPIRIT OF UKRAINE



\$7.99US \$8.99CAN 50¢



0 73361 10092 4

time.com

JULY 24, 2023

Barbie's World

THE YEAR'S MOST
SURPRISING MOVIE
FINDS HUMANITY
IN THE ICONIC DOLL
BY ELIANA DUCKERTMAN



*Hari Nef, Alexandra Shipp,
Margot Robbie, Issa Rae,
and Kate McKinnon
all appear as Barbie*