



# RACE AND REPRESENTATION

# POWER



# DISCOURSE

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- Images can both exert power and act as instruments of power (Foucault)
- Mediated image is an integral part of the regulation of social behaviour in all social institutions and to support a hegemonic discourse.
- Image can be used not only portray some sort of reality, but also for other purposes such as surveillance, regulation, and categorization.
- These images function as a way to establish the difference between what is normal and what is not normal.
- Often not normal is the “other,” the “alien,” the “monster,” the “crazy,” the “bad,” the “ugly.”

# WHAT IS RACE?



# WHY IS IT IMPORTANT TO STUDY HOW RACE IS REPRESENTED?

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- “The myriad minute decisions that constitute the practices of the world are at every point informed by judgments about people’s capacities and worth, judgments based on what they look like, where they come from, how they speak, even what they eat, that racial judgments” (Dyer 9).



# MICRO AGRESSION

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“the peppering of small, offhand comments that, without malicious intent, prompt uncomfortable feeling of racism and discrimination”

# CRITICAL RACE THEORY (CRT)

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- The Critical Race Theory movement is a collection of activists and scholars interested in studying and transforming the relationship among race, racism, and power.
  - Focus: foundational questions of the liberal order, including equality theory, legal reasoning, Enlightenment rationalism, and neutral principles of constitutional law
- 
- Unlike some academic disciplines, critical race theory contains an activist dimension. It not only tries to understand our social situation, but to change it.

# HUMANS = WHITE PEOPLE (?)

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- -“[...] there is something at stake in looking at, or continuing to ignore, white racial imagery. As long as race is something only applied to non-white people, as long as white people are not racially seen and named, they/we function as a human norm. Other people are raced, we are just people” (Dyer 9-10).
- As long a race is something only applied to non-white peoples, as long as white people are not seen and named, they/we function as a human norm.
- How can different races “just be human” when “raced people” are only given space to speak for their race?



# WHITENESS AND INVISIBILITY

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- The sense of whites as non-raced is most evident in the absence of reference to whiteness in the habitual speech and writing of white people in the West.
  - “Comedy in which a cop and his black sidekick investigate a robbery.”
  - “My Chinese friend”
- “This assumption that white people are just people, which is not far off, saying that whites are people whereas other colours are something else, is endemic to white culture (Dyer 10).”

# WHITENESS AND INVISIBILITY

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- Sameness: Universal subjectivity.
- We are all just people!!!
  - Puff: Racism disappears.
- “The invisibility of whiteness as a racial position in white (which is to say dominant) discourse is of a piece with its ubiquity” (Dyer 10).
- There is no discussion on white people, yet whites are everywhere in representation.
- They are just represented as a human race, not a race.



# MULTIPLE IDENTITIES

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- We are living in a world of “of hybridity, of decentredness, and fragmentation” (Dyer 11).
  - E.g.: Black and gay,
  - middle class and female,
  - we may be bi, even polysexual or non-sexual, of mixed race, undetermined gender and who knows with class.
- The old illusion of a unified identity of class, gender, race and sexuality is breaking apart.

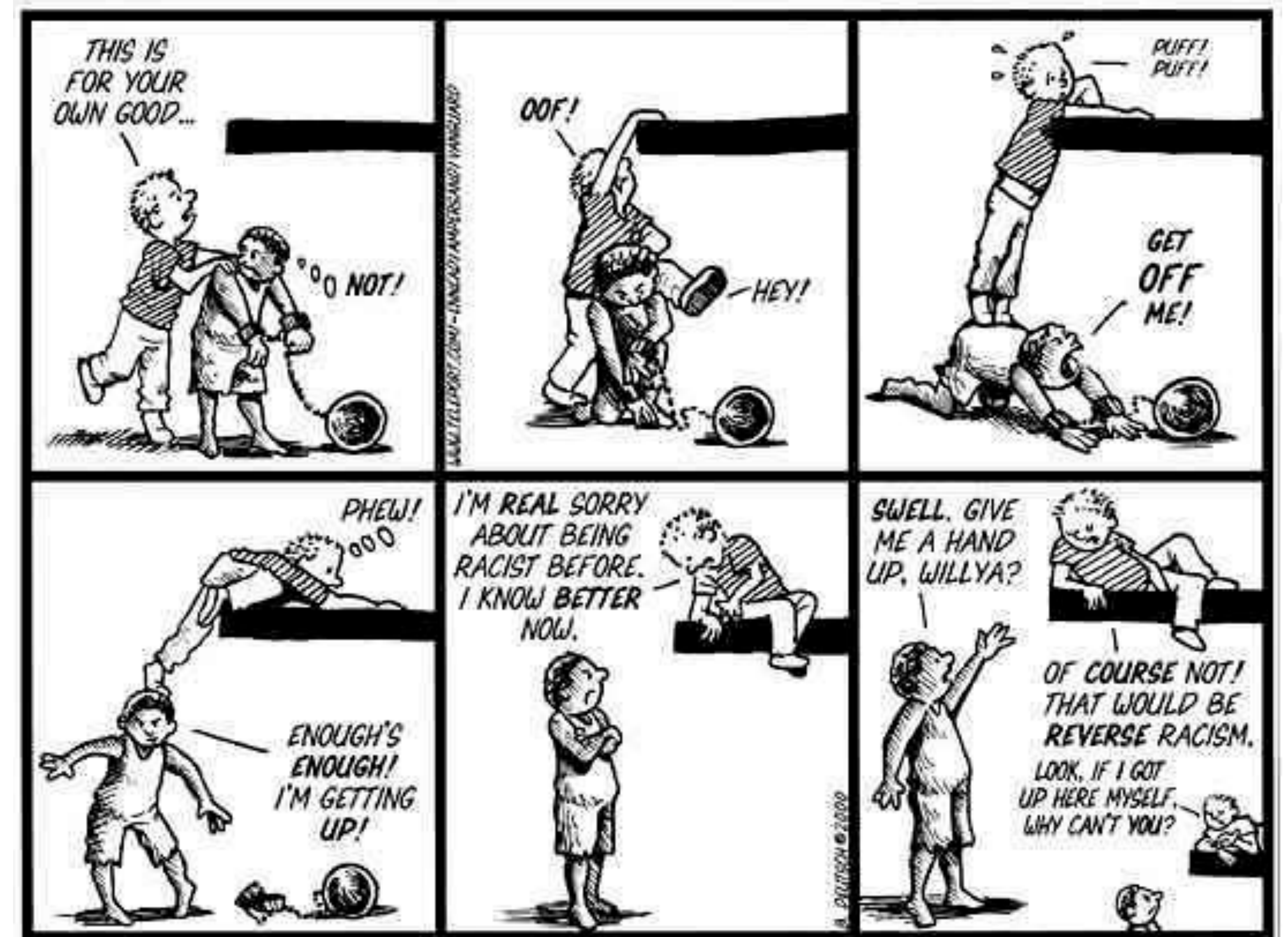
# BUT SOME SEEMS TO BE MORE WHITE THAN OTHERS

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# UNCONSCIOUS RACISM (?)

- Most of racial discrimination is not done deliberately, or to hurt someone. But it is also not random and naive either.
- It is part of the culture; part of ideology. In Western society, the equivalence of being White with being human secures a position of power.
- Power reproduces itself regardless of intention, power differences and goodwill, and overwhelmingly because it is the norm - the “normal”.  
(Foucault)



**A CONCISE HISTORY OF BLACK-WHITE RELATIONS IN THE U.S.A.**

# MULTIPLE IDENTITIES

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- How do we move against the homogenization of a race?
- “Postmodern multiculturalism have genuinely opened up a space for the voices of the other” (Dyer 11).
- Yet, the media, politics, and education are still in the hands of white people, still speak for white while claiming — and sometimes sincerely aiming — to speak for humanity.
- These problematic representations and articulations of whiteness will not change until “we see whiteness, see its power, its particularity and limitedness, put it in its place and end its rule. This is why studying whiteness matter” (Dyer 12).

# STEREOTYPES

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- But there are other forms of classification of otherness. Other ways in which we simplify and diminish the other.
- Whether an individual is identified because of gender, age, cultural, heritage, economic status, sexual orientation, or physical disability, the visual message generally communicated about that person often is misleading and false.
- When pictorial stereotypes are repeated enough times, they become part of society's culture. People form attitudes and values about others, both within and without their own culture, through direct experiences, interactions with family members and friends, educational institutions, and the media.
- It is easier to communicate when we speak the same language, use the same symbols, have the same references.

# BELIEFS AND ATTITUDES

- ▶ Perhaps your father doesn't like broccoli, and so neither you.



- ▶ We acquire a certain set of beliefs and attitudes about other people, place, objects, and issue through everyday experiences



# BELIEFS AND ATTITUDES

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- Maybe you saw a picture of a tropical island in Caribe and you think that The Bahamas is the heaven on Earth.



- What you believe, what you think is true, shapes your attitude.

# STEREOTYPES: COGNITION

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- Stereotypes can be very useful.
- we are very good in pattern recognition.
- We prefer to simple forms (Gestalt). We actually simplify visual attributes in order to categorize and remember them.
- Noticing a person gender, age, and ethnic background is perfectly natural. We do this automatically.
- But having preconceived attitudes about someone else is learned and often misguided.

# HEGEMONIC CULTURAL REPRESENTATION

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- By definition, different cultures attribute different meanings to similar actions.
- In a multicultural society, members of some cultures often are stigmatized because of their inability or refusal to cope with the dominant culture symbolic meanings.
- *The dominant culture:* Member across ethnic, racial, age, gender, that maintain economic and political influence over society.
- The images produced by this hegemony will undoubtedly portray itself as the normal.
- It is always to the advantage of the dominant groups to stereotype other groups in order to secure dominance.

# HEGEMONIC NORMAL

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**YOUNG**

**WHITE**

**MALE**

**HETEROSEXUAL**

**ANGLOPHONE**

# STEREOTYPE: MEDIA

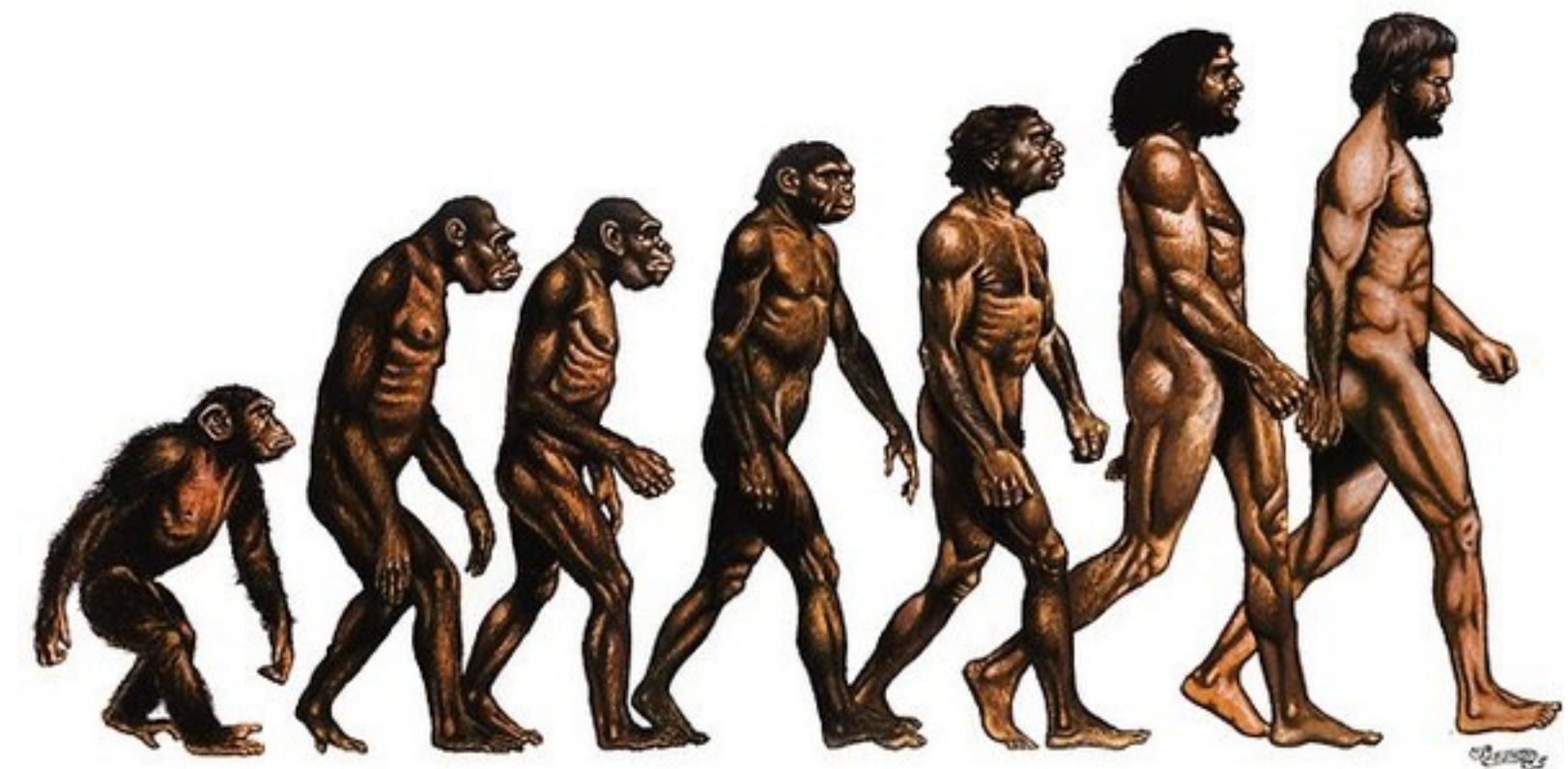
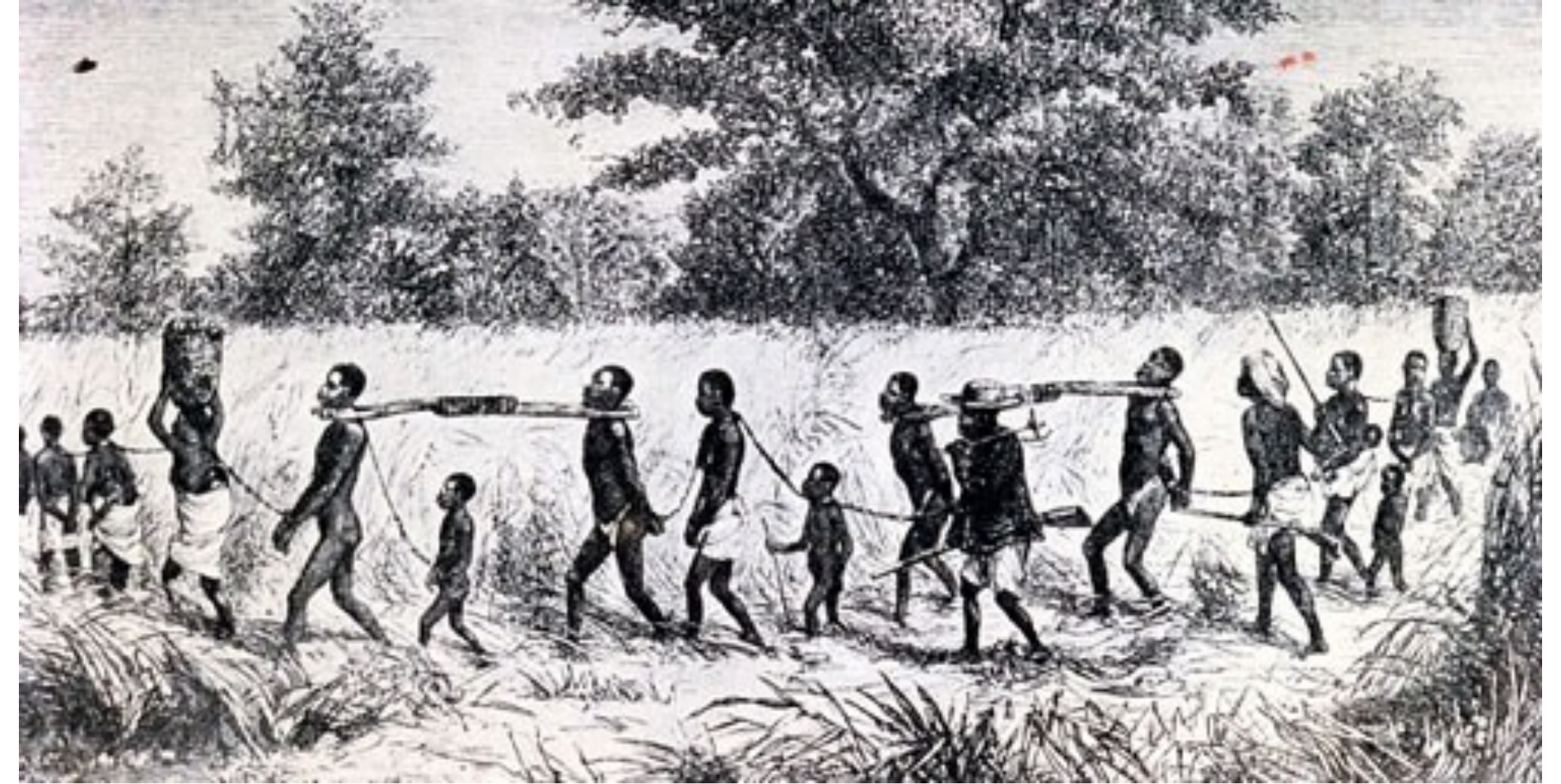
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- Media coverages use stereotypes as a way to deliver an easier message to the public,
- But often also omit of a richer and detail portray of other cultures.
- Mass Media are in large part dominated by white male anglo heterosexual people dominates.
- Sensitivity to the stereotyping of ethnic and other groups is not a high priority when the newsroom all exhibit the same skin colour.
- Every form of prejudice is based on the assumption that members of the one group are better than a member of another because of false opinions about physical, intellectual, and social characteristics.

# BLACK PEOPLE: ENSLAVEMENT

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- Racism is the belief that one race is better than another because of the genes in a person's chromosomes.
- evolutionary theory became a scientific justification for racism.
- Those with economic interests in the slave trade used all these rationalizations.



# BLACK PEOPLE: PROFILING

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# BLACK PEOPLE: MEDIA

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- The representation of black people in movies, TV Show, and music video present a stereotypical pattern that concentrates on sexual and violent acts.





# BLACK PEOPLE: VIDEO GAMES



grand  
theft  
auto



- Black character is more likely to be arrested. Police officers are more aggressive when player plays with black character.



# BLACK PEOPLE: NEWS

- Hurricane Katrina: two news pictures taken in New Orleans made the images controversial.
- Survivors performing the same action: paddling in chest-high polluted water while carrying food and drinks from a store.
- The African American man was categorized as “looting” the store.
- The white couple had left the store after “finding” their items”.
- The image itself does tell these stories: It is the text inserted into the image that “anchors” these meanings.



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AFP/Getty Images - Tue Aug 30, 3:47 AM ET

Two residents waded through chest-deep water after finding bread and soda from a local grocery store after Hurricane Katrina came through the area in New Orleans, Louisiana. (AFP/Getty Images/Chris Graythen)

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AP Associated Press AP - Tue Aug 30, 11:31 AM ET

A young man walks through chest deep flood water after looting a grocery store in New Orleans on Tuesday, Aug. 30, 2005. Flood waters continue to rise in New Orleans after Hurricane Katrina did extensive damage when it

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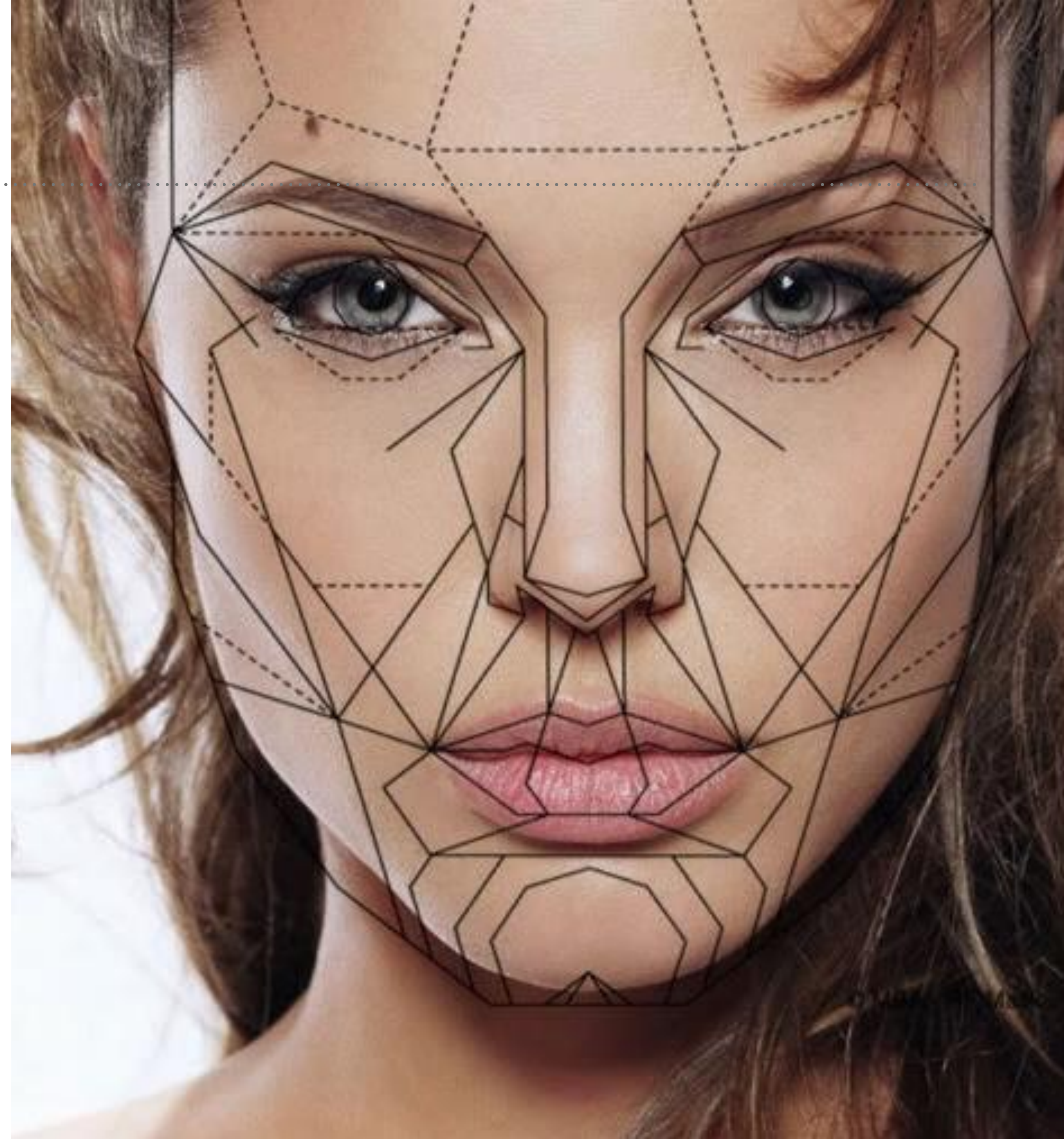
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# BLACK PEOPLE: TECHNOLOGY

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- ▶ Google Search: “Beauty”
- ▶ Artificial Intelligence Beauty Contest doesn't like Black People
- ▶ Out of 44 winners, nearly all were white, a handful were Asian, and only one had dark skin.
- ▶ Camera movement by facial recognition: HP Computers Don't Recognize Black People



# BLACK PEOPLE: SOME RECOGNITION

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THE DAY  
BEYONCÉ  
TURNED BLACK

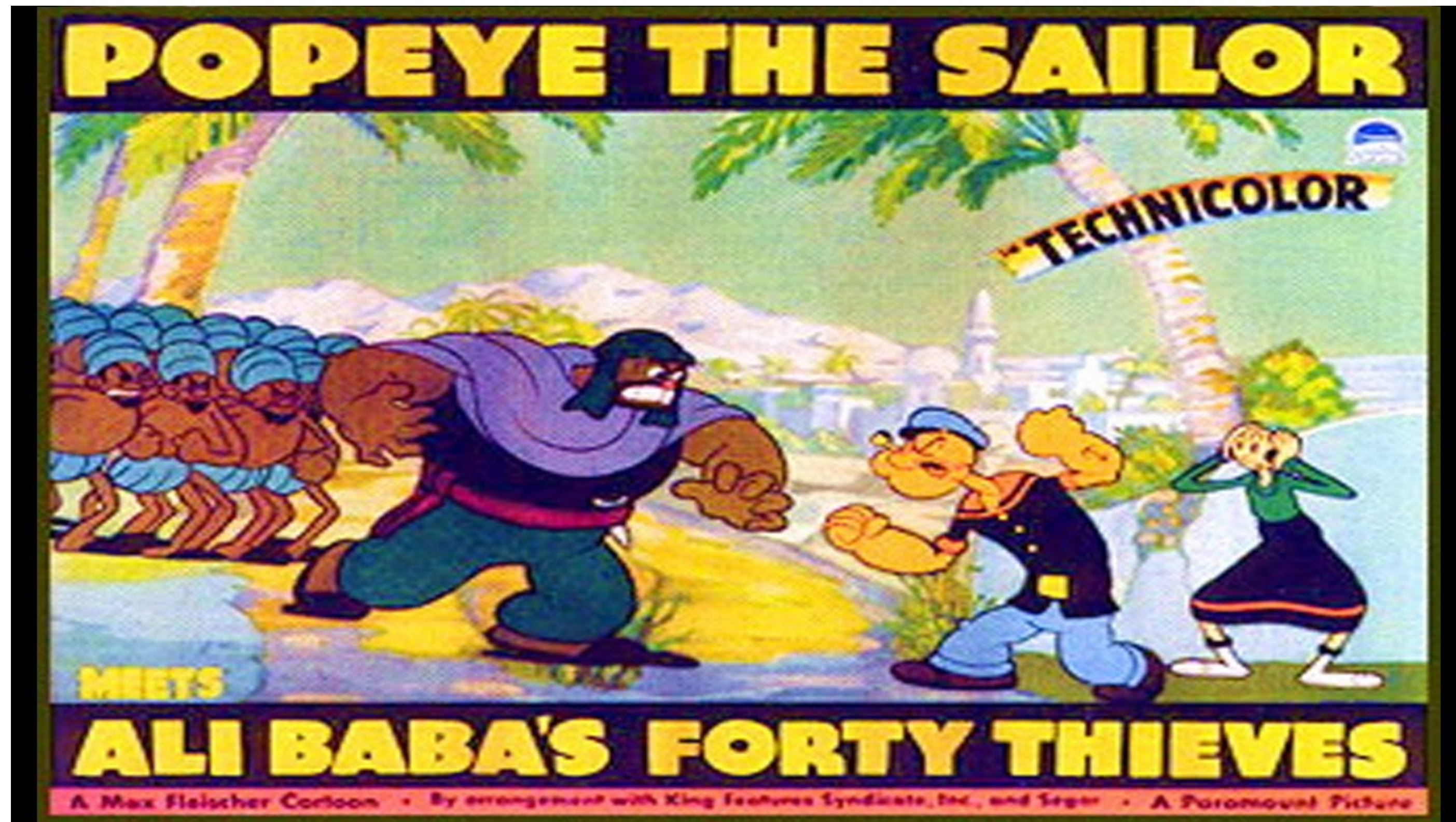
# ARAB STEREOTYPE

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- Usually, Arabs are portrayed by the news and entertainment as convenience store counter workers, taxi cab drivers, and cold-blood religious fanatics (especially after 9/11).

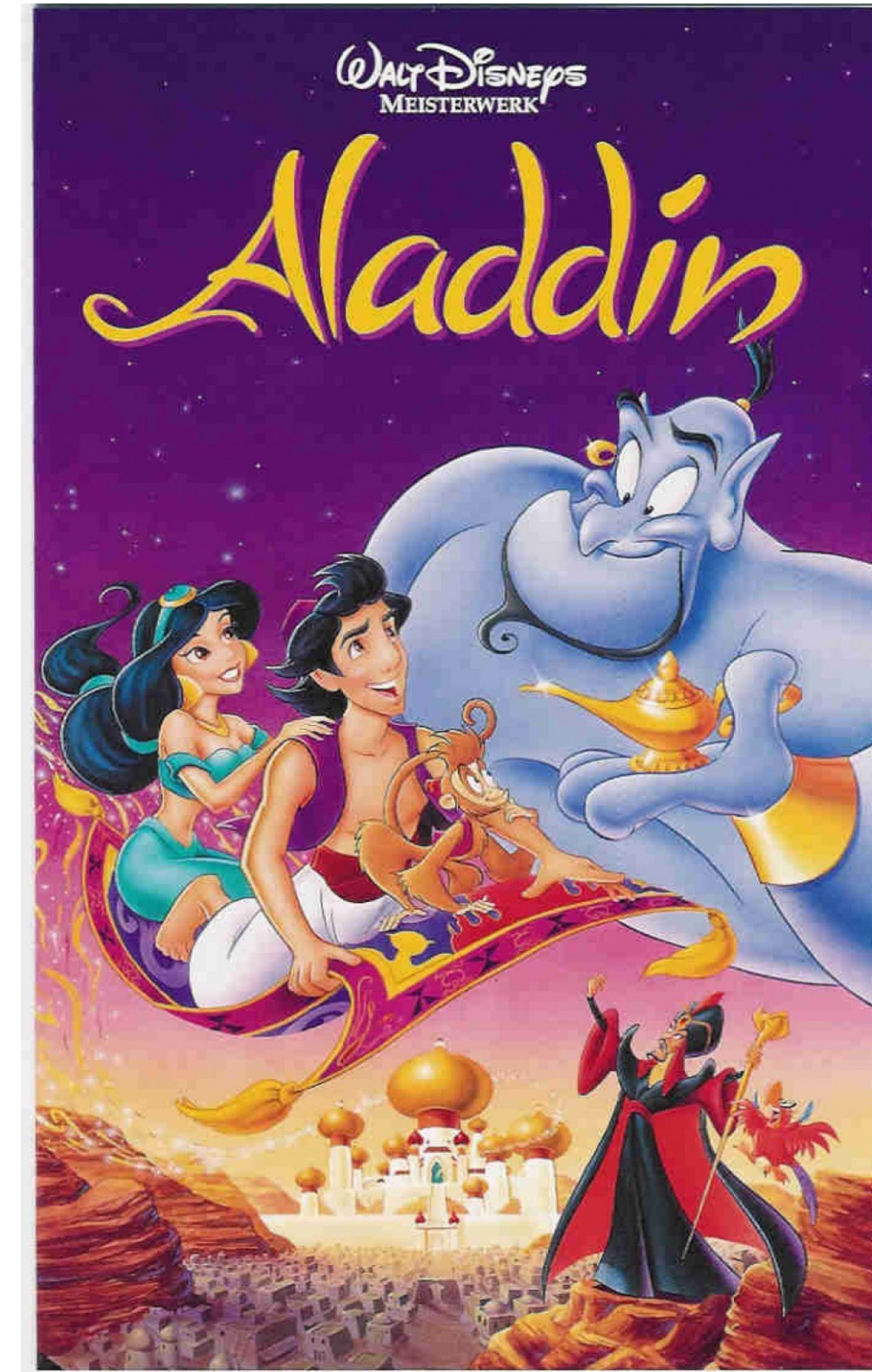


# ARAB STEREOTYPE: MOVIES & CARTOON



# ARAB STEREOTYPE: MOVIES & CARTOON

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# ARAB STEREOTYPE: NEWS

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- Oklahoma City bombing (1995): false rumour that an Arab terrorist was involved in the incident was spread by news agencies.
- Suddenly the number of reports against people that look like Arabs spiked.
- The terrorist — Timothy McVeigh — was, in fact, an American.





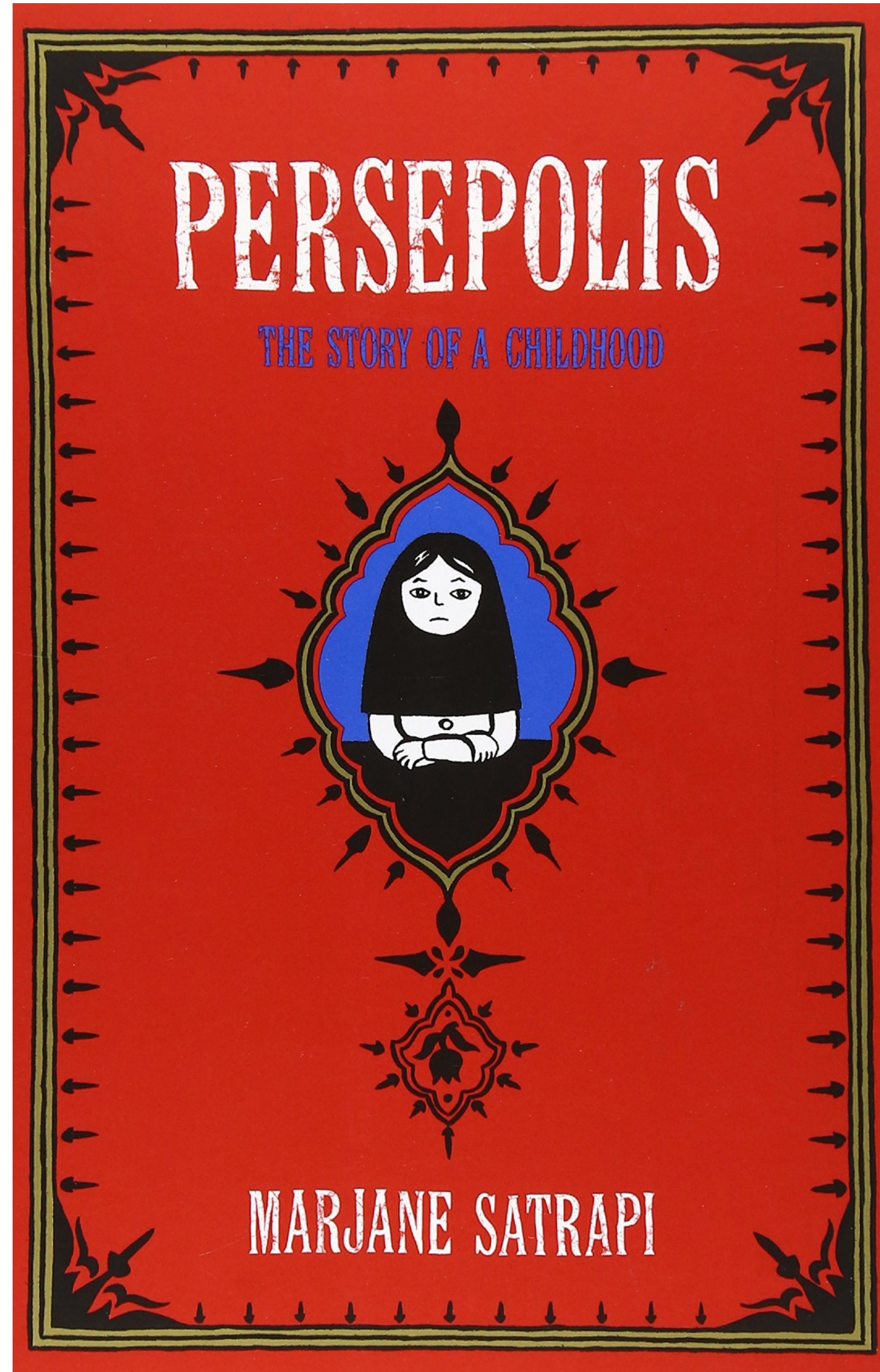
# ARAB STEREOTYPE: VIDEO GAMES



- The turban effect: The influence of Muslim headgear and induced affect on aggressive responses in the shooter bias paradigm

# ARAB STEREOTYPE: SOME RECOGNITION

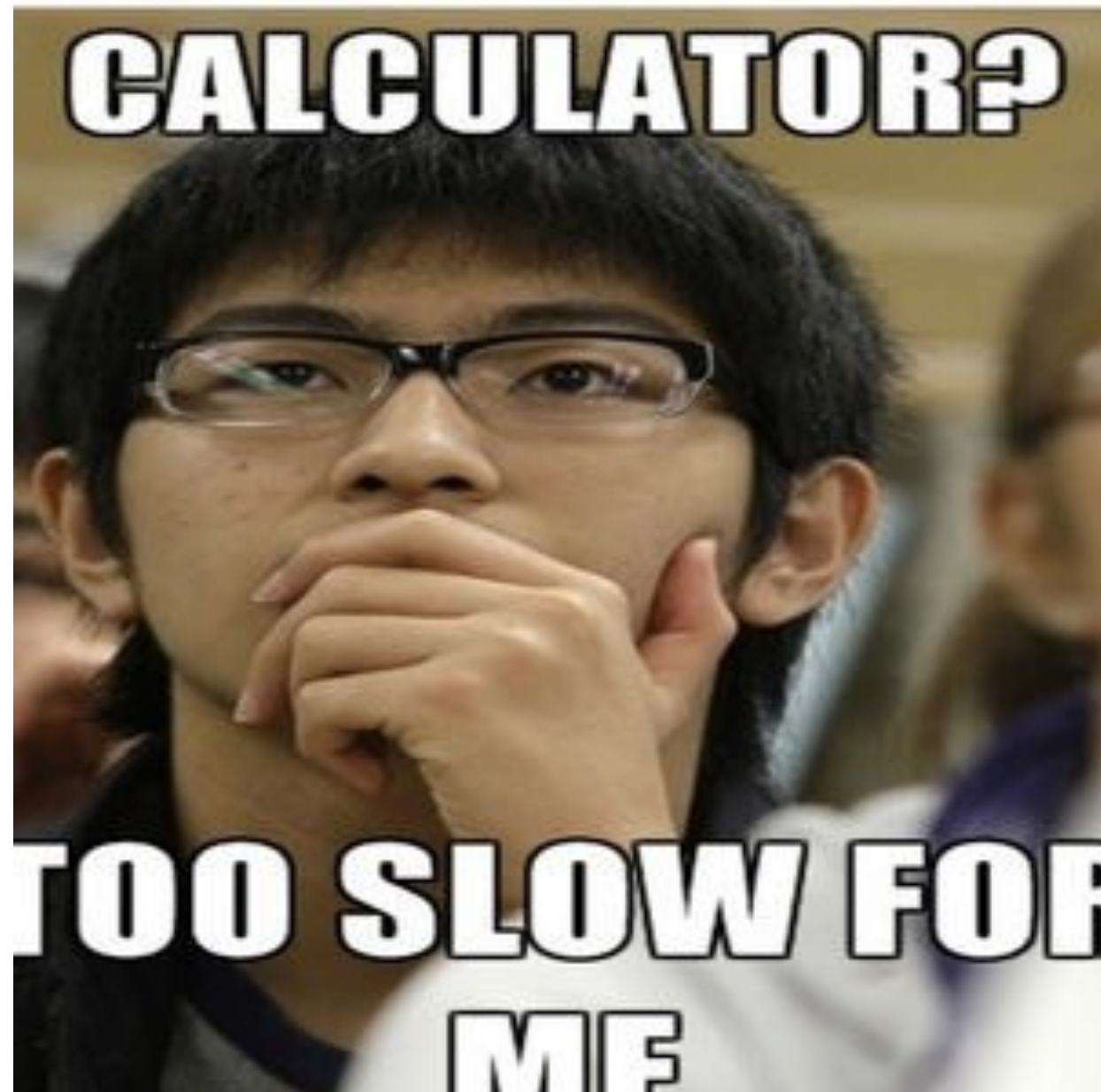
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# ASIAN STEREOTYPE

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- Asians are usually described as being good at math, bad drivers, obsessed with golf, and wealthy.



# ASIAN STEREOTYPE: MOVIES

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- In movies and TV shows, Asian are often depicted as exotic. Women are sex-hungry, men are always involved with the mafia, or some sort of criminal or illegal activities.



- Kill Bill Vol 1: Gogo



- Marvel Anti-hero: Yellow Claw

# ASIAN STEREOTYPE: MOVIES

- ▶ American Actors in Asian roles

G H O S T  S H E L L

# LATINO STEREOTYPE

Plum  
Dillon  
Carmen  
No 8/1/1930

Vitalis  
in



# LATINO STEREOTYPE

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- ▶ Brazilians: Pele, Futebol, Caipirinha, Samba, Mulata, Forest, jungle, Monkey, Banana, Paradise, Buenos Aires (?).



# LATINO STEREOTYPE

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- ▶ Latinos: Taco, Cactus, Poverty, Welfare, Sombrero, Lots of Children, Chickens, Farmers, Tequila, Immigrants, Illegals, Gagsters, and Alien.



**STEREOTYPES**



# LATINO STEREOTYPE: MOVIES

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- ▶ Happy feet (2006): the character Mumble is banned by the Emperor penguins and forced to live in a penguin ghetto where the males speak with heavy Mexican accents, including Ramon, played by Robin Williams (which was not Latino).

# LATINO STEREOTYPE: VIDEO GAMES

ROCKSTAR GAMES PRESENTS

# MAX PAYNE 3

- ▶ Localization: Translation not only in language but also in cultural features. It is not uncommon to see some inclusion of other culture, but this is usually made by White European and North Americans.

# WOMEN STEREOTYPE: TV



MAD MEN

# WOMEN STEREOTYPE: VIDEO GAME

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## TOMB RAIDER



TRI



TRII



TRIII



TRLR & TRC



TRAOD



TRL



TRA



TRU



TR

# WOMEN STEREOTYPE: POLITICS

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➤ Trudeau Ministers (Canada)

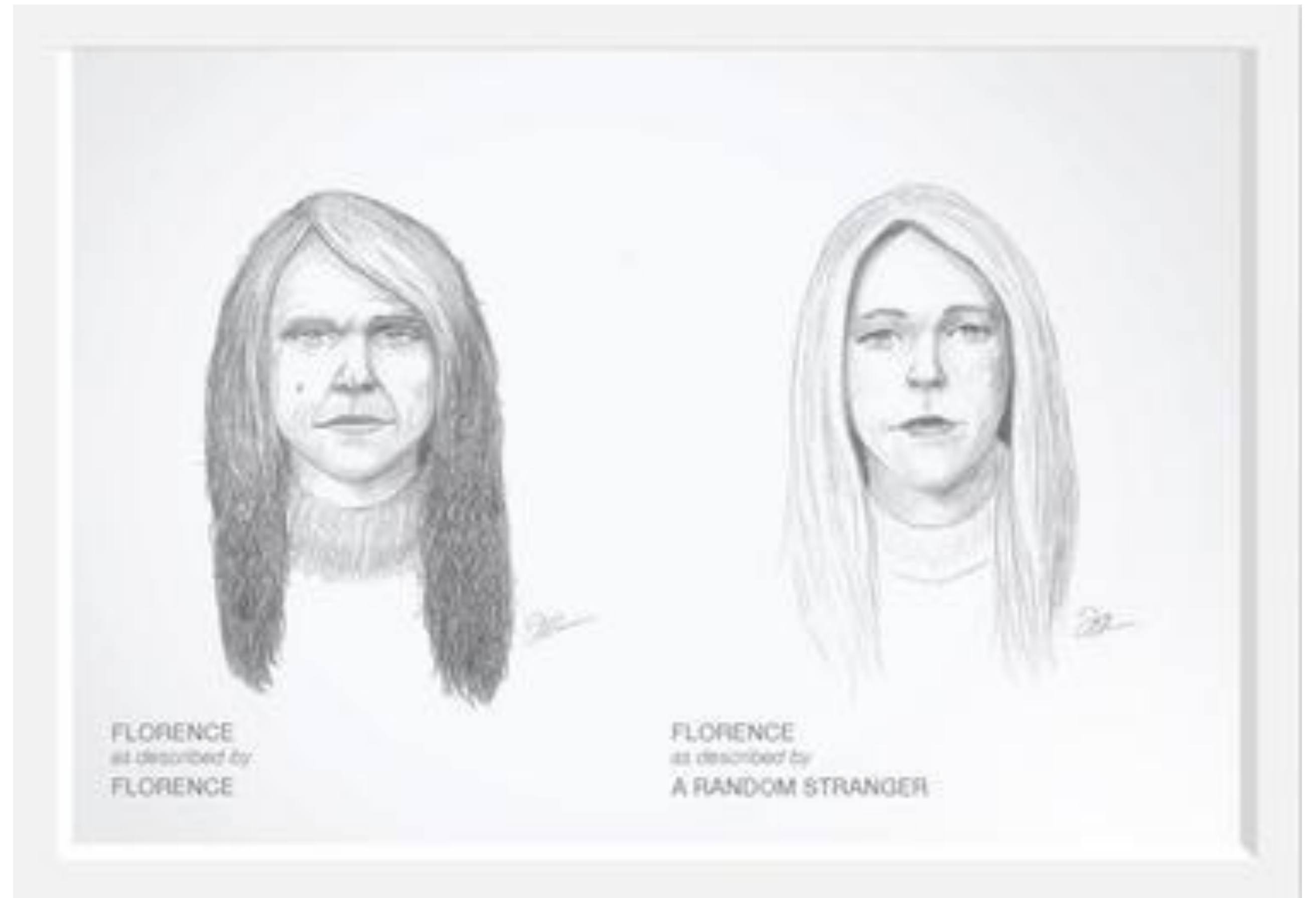
➤ Temer Ministers (Brazil)



# WOMEN STEREOTYPE: PROGRESSIVE INITIATIVE

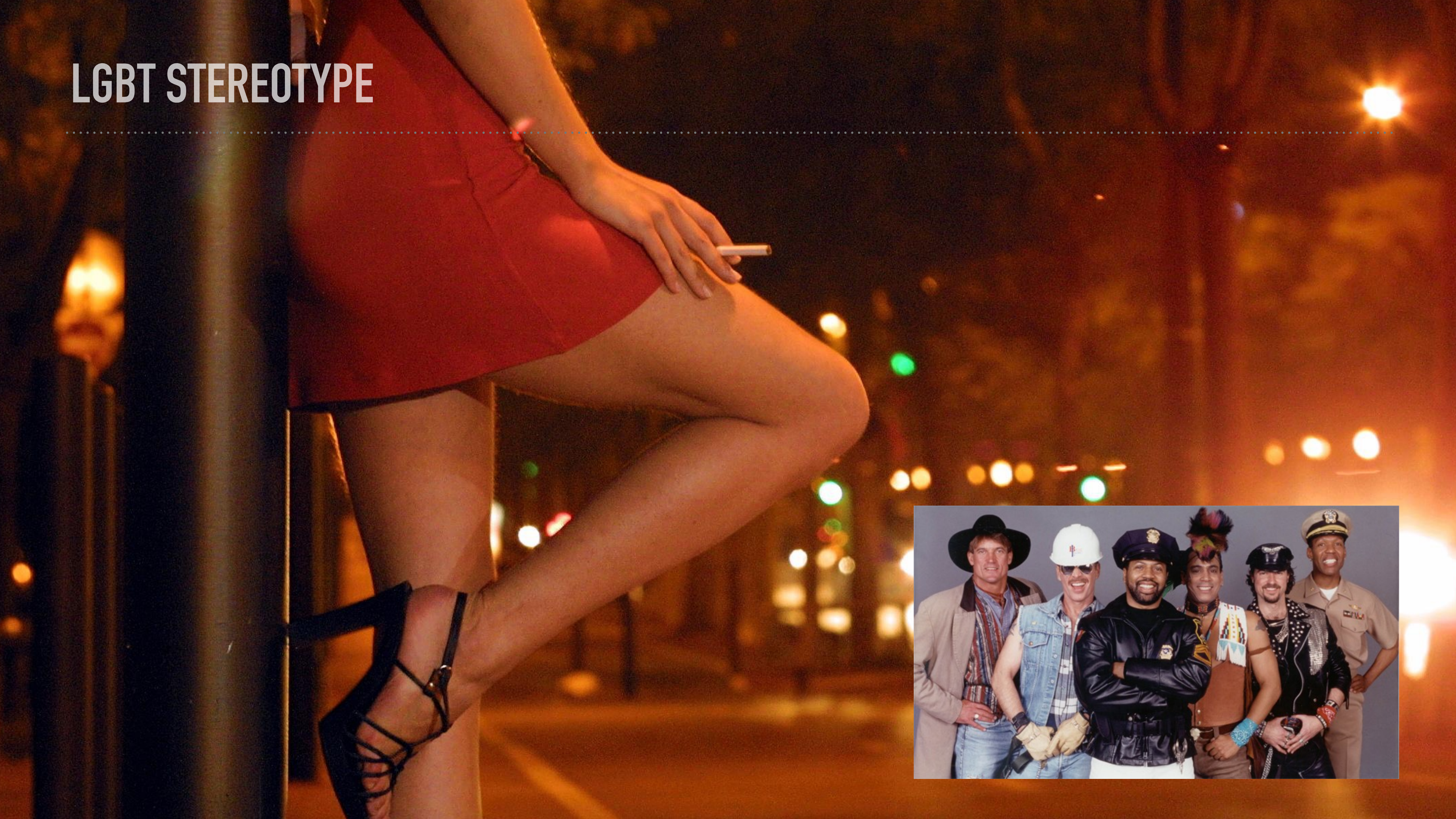
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► Dove Real Beauty Sketches



# LGBT STEREOTYPE

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# LGBT STEREOTYPE: VIDEO GAMES

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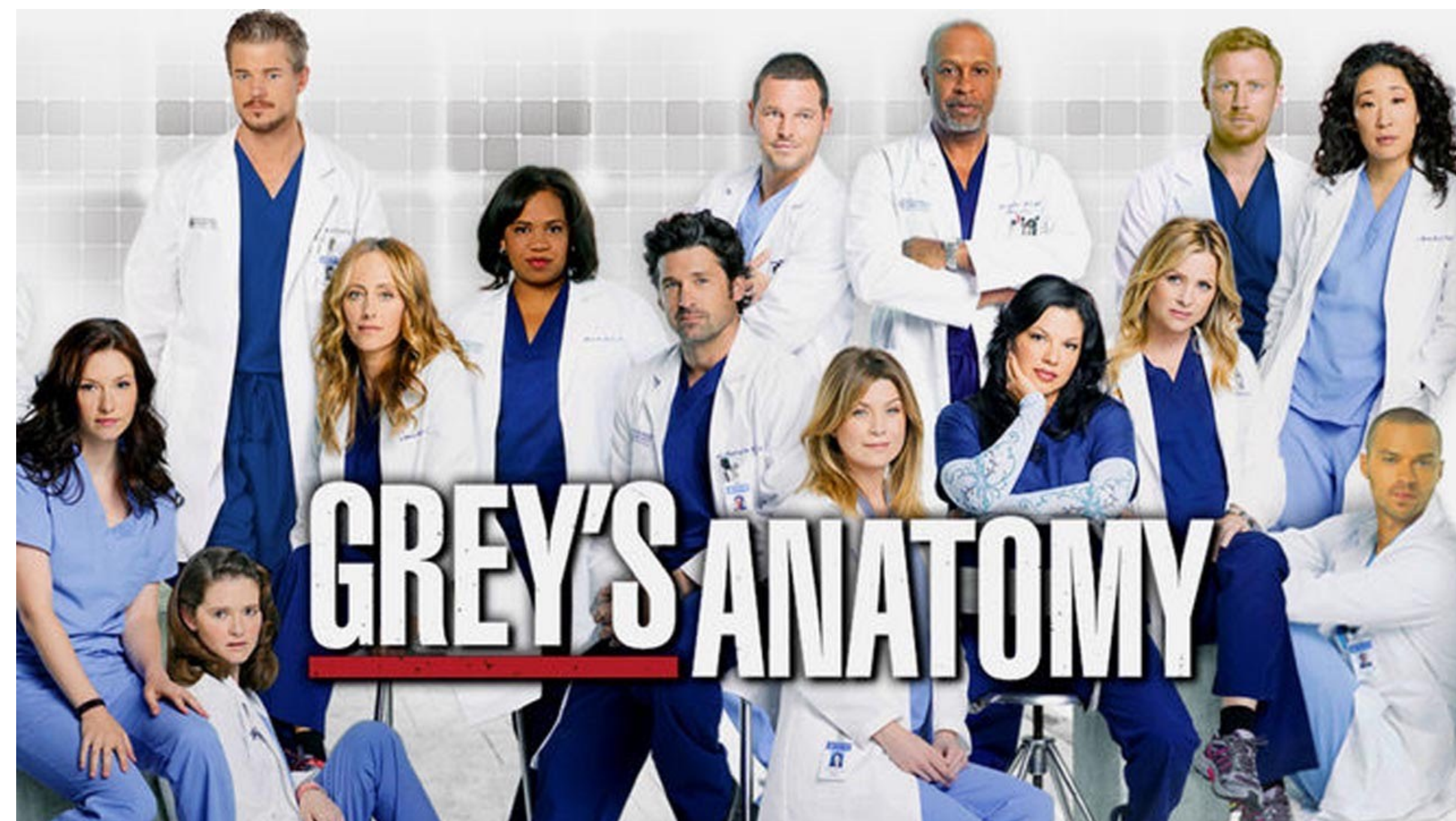
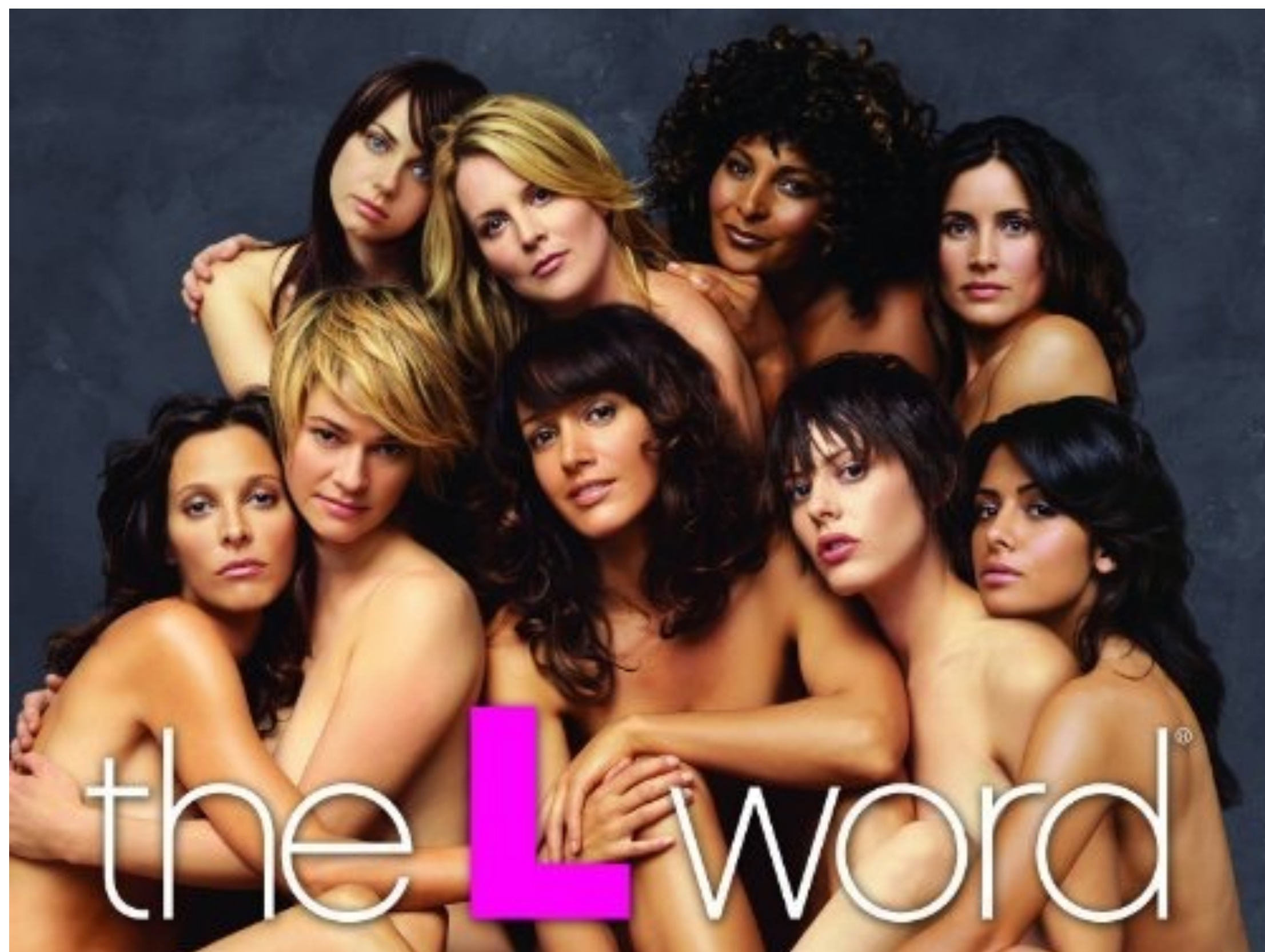


- Microsoft banned LGBT users



# LGBT STEREOTYPE: SOME RECOGNITION

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# LGBT STEREOTYPE: SOME RECOGNITION

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- Lesbian: “The hours” (2002), “The Kids are all right (2010).
- Gay: Little miss sunshine (2006), and Milk (2008).
- Bisexual: “Brokeback Mountain” (2005), Spartacus (1960), Basic Instinct (1992), Mulholland Drive (2001), and The girl with the dragon tattoo (2011).
- Transsexual: Boys don’t cry (1999), and Transamerica (2005).



# LGBT STEREOTYPE: SOME RECOGNITION

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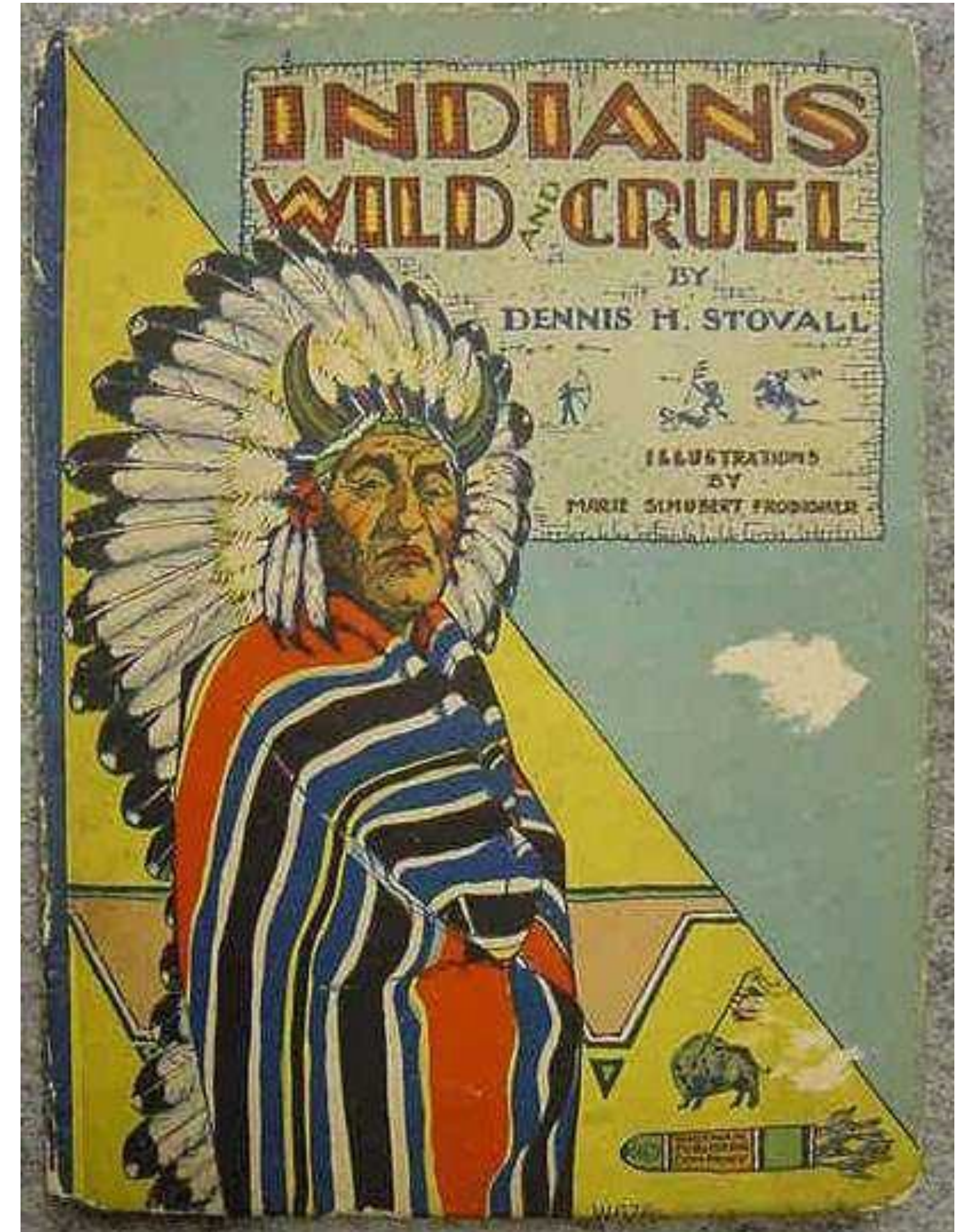
- Ellen DeGeneres
- Lady Gaga
- Bat-woman is lesbian
- Green Lantern is gay
- The Rachel Maddow Show (MSNBC)
- Anderson Cooper (CNN)



# FIRST NATION STEREOTYPE

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- Portrayed as bloodthirsty, alcoholic indigents, romantic princess, and silent but wise sidekicks.
- One of the first newspaper in the US (17th century) you could read this about first nation: “they kidnap white children, presumably to ravage or eat them”.



# FIRST NATION STEREOTYPE: MOVIES

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► The last drop of water (1911)



► Pocahontas (1995)



# FIRST NATION STEREOTYPE: SPORTS

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**REDSKINS**

# FIRST NATION STEREOTYPE: SPORTS

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- Overcoming misleading stereotypes takes many years for a culture to achieve.
- Unequal power, ownership, privilege, and respect are at the core of communication problems between cultural groups.
- When the media regularly celebrate cultural diversity with words and images instead of concentrating on conflicts and stereotypes, the goal of ending prejudice, racism, and discrimination will come a little closer to being reached.

