

## Text 1

### Positive and negative stereotypes

People create **stereotypes** little by little, and most of the times, without realising. In fact, we all tend to believe that everybody from the same **social group** is similar. For example, a lot of people think that all bankers are boring. But bankers can also be very funny and think that their job is not boring at all.

We often ascribe **positive and negative qualities** to an unknown person just because that person's clothes and **physical appearance** remind us of someone we know, and we think that, if they look similarly, they also behave similarly. So our attitude to **unknown people** will be different according to the values that we ascribe to them, according to stereotypes.

## Text 2

### From stereotypes to prejudices

Negative stereotypes are also called **prejudices**, and they can be obstacles in getting to know other people. Prejudices usually create **suspicion** and **unfriendliness**, especially when people do not know each other. That ignorance leads to many **false beliefs**, like believing that all immigrants are poor, or that all teenagers behave badly. There are many examples contradicting those prejudices.

Prejudices can be very **dangerous** for the coexistence in our towns, neighbourhoods, and even at school. We can **avoid prejudices** by getting to know better those unknown people, and **discovering** how they really are. But first, we have to stop believing that all negative stereotypes are true. Only this way we will realise that not everybody with a similar appearance or **background** are the same.

## Text 3

### From prejudices to discrimination

When prejudices are not just beliefs and start to affect our behaviour, they become **discrimination**. We must avoid any negative attitude towards someone, like **denying rights and opportunities** to a social group or a person, just because of prejudices.

There are different kinds of discrimination according to their origin. For example, if we treat people in a different way because of their race, we talk about **racism**; if we do not give the same opportunities to a woman just because she is not a man, we talk about **sexism**; and if we deny some rights to homosexuals, we talk about **homophobia**.

## Text 4

### Stereotypes and the media

Stereotypes and prejudices are sometimes created by the media, like television, films, advertisements, etcetera. This kind of stereotype is very difficult to stop, because media **spread** stereotypes extremely fast. Besides, they can be very **subtle** and difficult to detect. For example, most advertisements of cleaning products only show women cleaning, because they imply that only women have to clean at home, and not men.

Luckily, this is changing, because people are more conscious of this problem. However, we have to be **aware** of this tendency to detect stereotypes promoted by the media and avoid believing them all.