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| **Name:** |  | **Student No.:** |  | **Tutor Group:** |  |

**Writing Essays & Assignments**

**Sample Introductions – Quick Activity**

Take a look at the following **three essay introductions** and under each one write down what you think of it. **Give** **at least one positive and one negative point** **for each introduction**, or, if you cannot come up with a positive/negative point, explain why.

You have been provided with the original essay title (and word limit), but don’t worry if you don’t understand it. The question is: do the introductions appear to answer the question and prepare you for what to expect in the essay...?

**Examine the sociological evidence of stereotypes of social groups in the mass media. What are the causes of stereotyping in the mass media and to what extent do they influence social attitudes?** Word limit: 2000 words

**Example 1:**

As we all know, Britain is a multicultural society. In the 1960s many thousands of immigrants came to the country, mostly setting up home in the major cities. The majority of these immigrants came from the West Indies, India and Pakistan and Hong Kong. Racism has always been a problem, with the various groups of immigrants seen as stereotypes, although over the years there has been increasing integration into British society, particularly by the children of immigrant families. This is reflected in the mass media. Twenty years ago black people were rarely seen on television and very few held jobs in the press. However, nowadays, more and more black people work as journalists and are thus able to look at events from a different perspective.

**Your comments:**

**Example 2**

Stereotypes are everywhere: the reserved British, the disorganised Italians, the shopping-obsessed Japanese. This essay will talk about these stereotypes and ask if they are true. It is going to look at the different types of stereotypes and their representation in the media. The following areas will be covered: television; radio; the press, and the cinema. I will particularly look at television and ask the question "Does television reinforce these stereotypes?"

**Your comments:**

**Example 3**

Stereotypes abound in today's society. People seem to have an innate compulsion to categorise others into various groups and then to apply rigid and limited descriptions to these groups. There are therefore, amongst others, stereotypical nationalities and races; stereotypical sexes and sexual orientations and stereotypical classes. And one place where these stereotypes often thrive is in the mass media, particularly in the tabloid press and popular television, such as in situation comedy. Some, for example Hick (1996), claim that this is a harmless phenomenon, whereas commentators such as Ealham (1998) point to the possible dangers of obsessive stereotyping in the media. This essay will examine what sociological evidence there is for the process of stereotyping in the mass media, and will then go on to analyse the reasons for its occurrence. The final part of the essay will ask how far society's attitudes are in fact shaped by this portrayal of the various kinds of stereotypes.

**Your comments:**