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

**Writing Essays & Assignments**

**Sample Conclusions – Quick Activity**

Take a look at the following **three essay conclusions** 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 conclusions clearly sum up the writer’s answer...?

**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:**

My essay has looked, therefore, at the problems caused by racial stereotyping, focussing on the lack of ethnic minorities working in the mass media. It has been seen that this bias causes a parallel bias in the interpretation of events. Indeed, the problem is even more acute in the United States. According to a survey conducted by the Pocock Institute (1998), only 7% of newspaper staff are black or hispanic, which is totally unrepresentative of the population as a whole.

**Your comments:**

**Example 2**

I have done my best to show in this essay that the mass media, and particularly television, strengthens the various stereotypes in society, although at times in very subtle, implicit ways. Several examples have been analysed, although one or two of these were somewhat out of date. The essay also suggested ways of overcoming this problem, although it is not clear if it is the media which creates these stereotypes, or if it is merely reflecting the way society already sees itself. The media is of course a part of society as a whole. The question of positive discrimination was discussed and it was decided that in the long run this has a negative effect. Things will change, but only slowly.

**Your comments:**

**Example 3**

It has been shown, therefore, that stereotypes have always existed in society, and probably will always do so. The mass media is a relatively recent phenomenon, which is one reason for the widely differing views on its role in creating and fostering stereotypical images. The actual causes of stereotyping in the mass media have been shown to be surprisingly diverse, although there can be no argument that any form of it which leads, albeit indirectly, to suffering in any form must not be allowed to take place. It is society itself which must stop this from happening, as laws and regulations are often ineffective. Things are changing, though, and in some areas very quickly; some commonplace stereotypes of only twenty years ago and today virtually taboo. It is society which must indirectly control the mass media, not vice versa. However, in an increasingly 'global' world, controlled by fewer and fewer corporations and individuals eager to please the governments of the major world powers, and, in the mass media, who are more than willing to use stereotyping as a tool in the control of society, we must be more and more vigilant to avoid this cynical manipulation.

**Your comments:**