

## “Getting the Message: Media Images and Stereotypes and Their Effect on Asian Americans”

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- The media informs people of happening and news around the world, and also show social norms, customs, and standards from behaviors to beauty
- Asian Americans make up 3% of the US population
- “Asian Americans” groups together 30 specific ethnicities, and they are lumped together as one group
- Asian Americans in the media
  - background roles: (waiters, cooks, servants, laundry workers, peasants, gardeners)
  - fetishized as objects
  - Viewed as one-dimensional stereotypes
- No distinction between “Asians” and “Asian Americans”
- Media portrayals have an effect on how Asian Americans are perceived
- No set link between stereotypes in the media and how Asian Americans perceive themselves and others
- Chinese, who have been in the US since the 1950s, were resented by Whites
- Yellow Peril
  - Economic threat to the Whites
- Asians as the Model Minority: family values, determination, hard work, successful, emphasis on Asian Americans and white Americans,
- Stereotypes of Asians
  - General: wily, mysterious, sneaky, inscrutable, hardworking, self-sacrificing peasants, exotic, corruptive of White people, desire to conquer the world, diabolical, immoral, out to destroy Western democracies, evil foreigners, set to dominate the world economically and politically, noble sufferers,
  - Women: spoils of war, property, sexual property, peasants, prostitutes, evil villainess, vamp, geisha, cater selflessly to men, exotic, erotic, pamper men, knows about sex, worldly, manipulative, integrity, loyalty, filial piety, subservient devotion to men, docile, submissive, helpless, dependent, beautiful, dainty, slender, enchanting, sexy,
  - Men: warmongers, brutal, pimps, rickshaw pullers, servants, reserved, quiet, diligent, studious, courteous, honest, introverted, shy, socially awkward
- Asian Americans portrayed as caricatures
- Yellowface: White actors who darken their skin to play Asian characters; industry disapproved of interracial couples on screen