

# Introduction to Media Advocacy: Challenging Stereotypes

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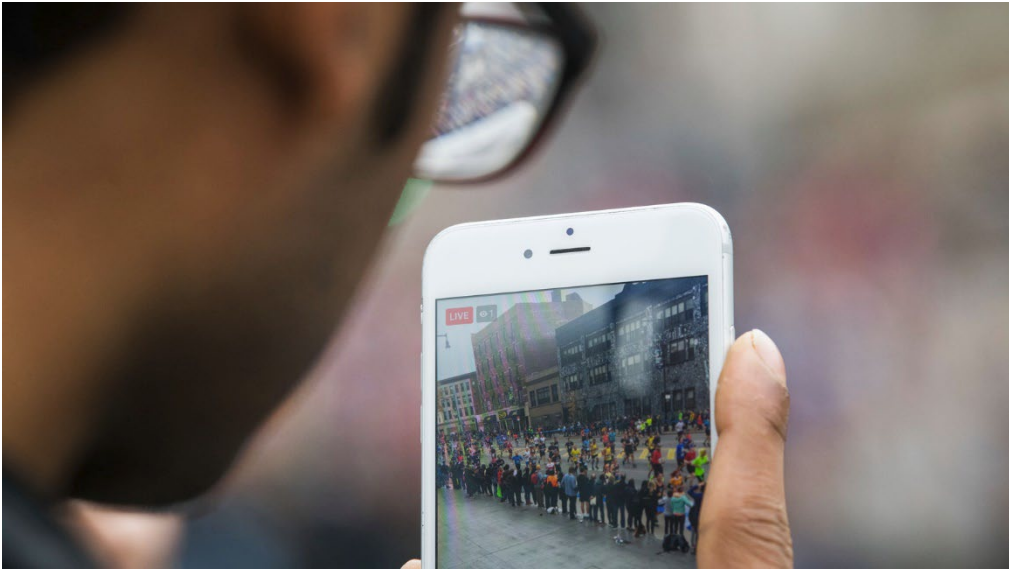
Youth Disability  
Advocacy & Research

# Media (Self)Advocacy

- Tell your own personal stories from your perspective
- Inspire others to do the same
- Control over how you represent and how you disseminate it

**Benefits**: empowerment, positive self-perception, community building, reducing stigma

**Challenges**: constraints, public figure, challenged by other



YouTube interface showing a search bar and a grid of video thumbnails. The thumbnails include:

- Travel Influencers Be Like: Julie Nolke (680K views)
- What \$1800 Per Month Gets You In Vancouver VS Toronto: Adam J Bell (48K views)
- Amy Poehler and Tina Fey's Opening Monologue - 2021 Golden Globes: NBC (1.2M views)
- The Pit Stop S13 E7 | Trixie Mattel & Bianca Del Rio Break Down "Bossy...": RuPaul's Drag Race (1.1M views)
- 2 A.M Study Session - [lofi hip hop/chill beats]: ChilledCow (9.8M views)
- Lin-Manuel Miranda, Donald Glover, Issa Rae & Damien Chazelle: Epic...: THR (1.7M views)

TikTok video interface showing three frames of a video. The video features a woman with blue face paint and a red and yellow star on her cheek. The text overlaid on the video reads:

Muslims in china are suffering something worse than the holocaust. Why are we not protesting, rioting, and taking actions? we need to speak on this so the government has no choice but to take actions.

Justice for UYGHURS.

MUSLIM LIVES MATTER

**Step back! (Murphet, 2023)**

**Do the research! (Ruben, 2023)**

# The Root of Social Inequality and Stigma



Social identity theory (Tajfel and Turner, 1979) → we perceive ourselves as belonging to social groups



People **without** disabilities



People **with** disabilities

Although we may have first-hand experience with other groups, we know and evaluate most of them primarily through media representations (Haller, 2010).

# The Root of Social Inequality and Stigma



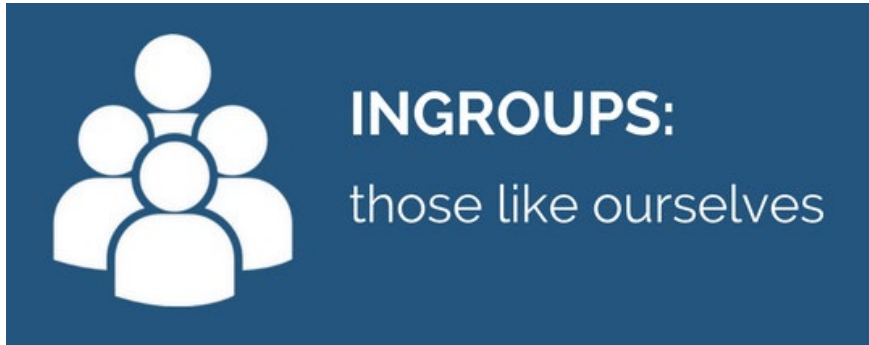
**INGROUPS:**

those like ourselves

**OUTGROUPS:**

those that differ from ourselves





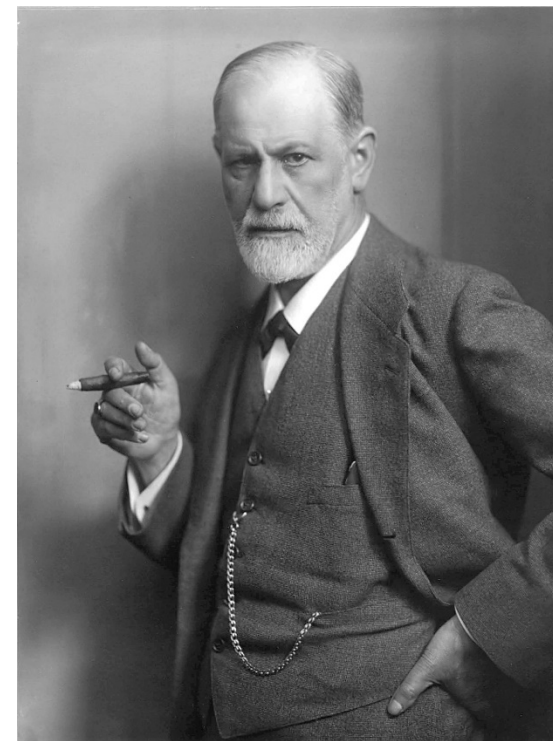
People **without** disabilities

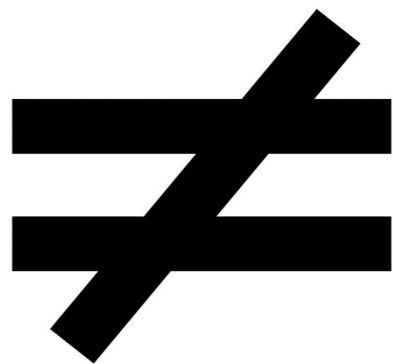


People **with** disabilities

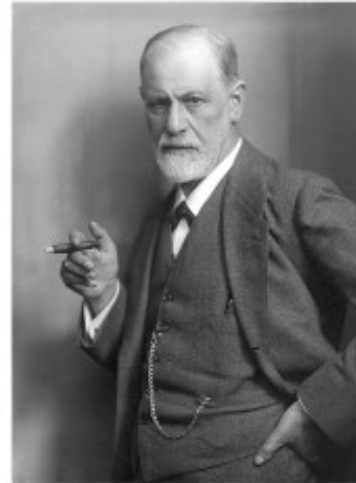
Although we may have first-hand experience with outgroups, we know and evaluate most outgroups primarily through media representations (Haller, 2010).







# Media Representation



How social groups are treated in [media] representation is part and parcel of how they are treated in life. (Dyer, 1998)

# Media Representation

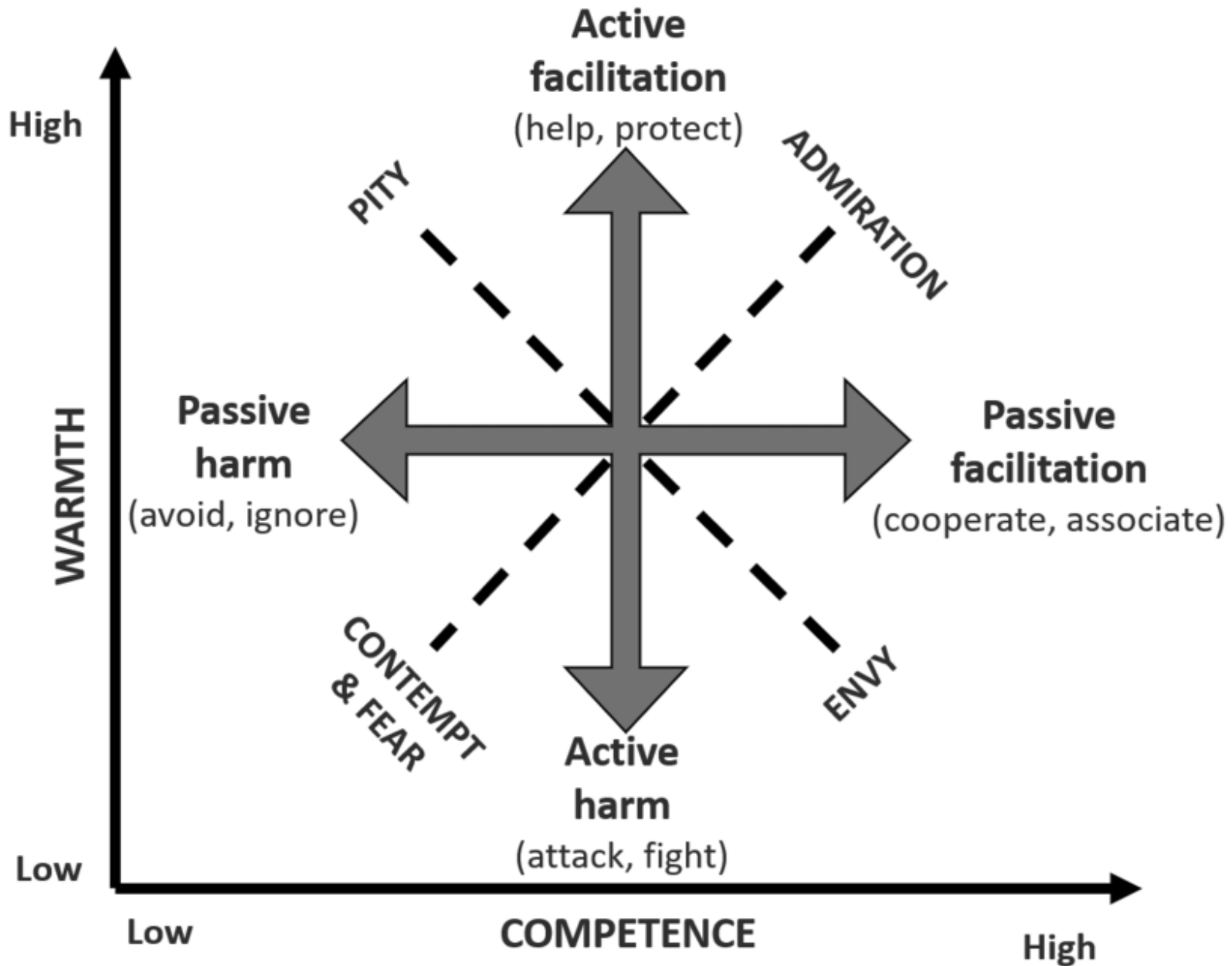


**Brazil 1-7 Germany (2014)**

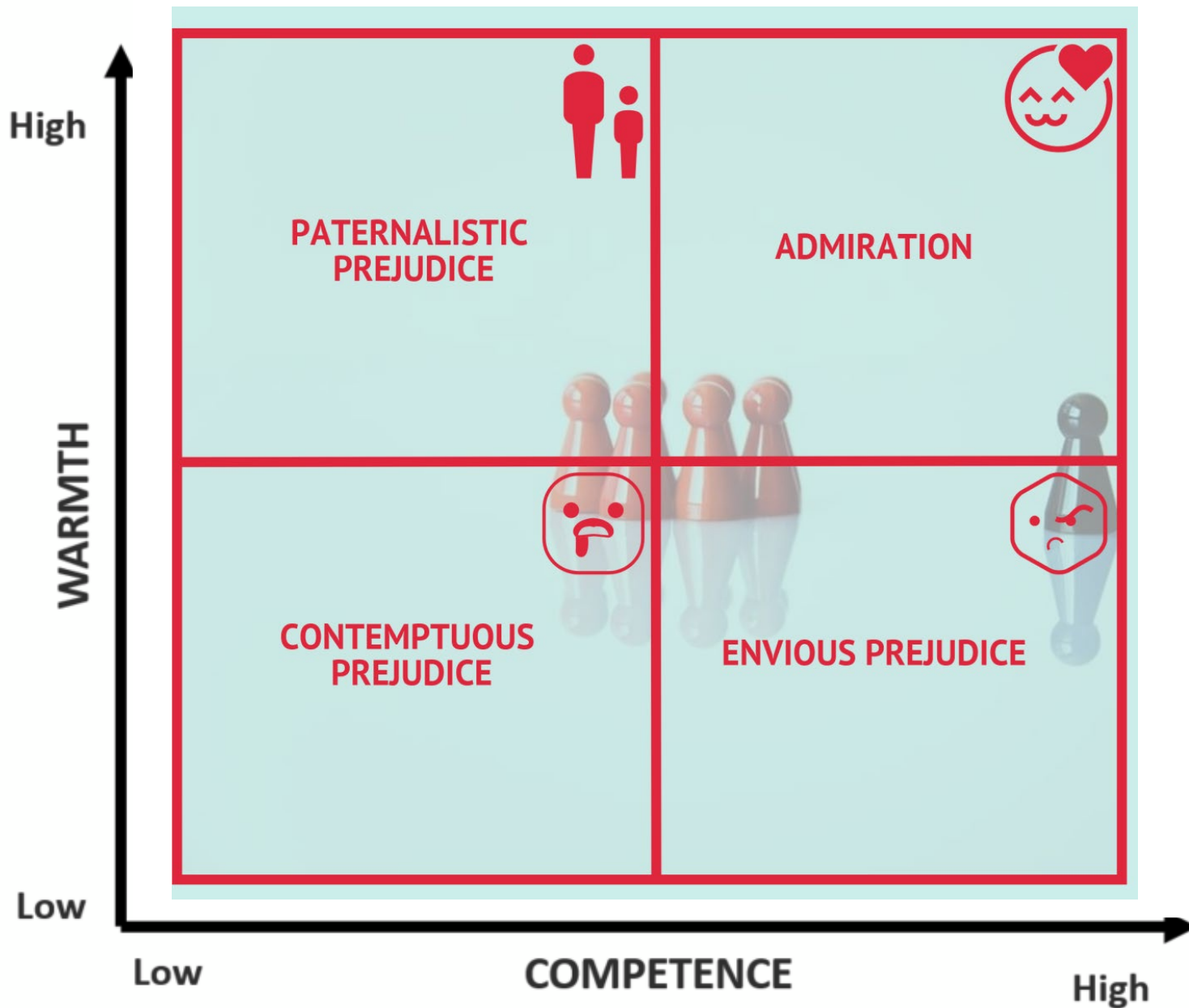
# Stereotypes

- One group creates stereotypes of another group
- Stereotype = categorisation + personality traits
- Simplification and generalisation
- Individual characteristics ignored →  
homogenous collective





Stereotype Content Model and BIAS Map (Fiske et al, 2003)



**Very often  
these types of  
prejudices are  
implicit  
(implicit bias)**

# Disability Stereotypes

- The disabled who is incapable
- The disabled who is amoral
- The disabled who is victimised
- The disabled who is a supercrip

**Category**

**Personality trait (attributed by ingroup)**



# The Incapable Stereotype



Carolynne



Haydn



Justin



Kali



Luke



Penny



Richard



Sam



Shaine

# The Amoral Stereotype

*Dr. Strangelove*



*Batman*



# The Victim Stereotype

## Rising costs are a catastrophe for disabled people

19 April 2022

[Home](#) > [About us](#) > [Our news](#) > [Press releases](#) >

[Rising costs are a catastrophe for disabled people](#)

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Around one in four working-age disabled people in the UK struggle to pay for essentials like food and heating, as their budgets get stretched to breaking point.



# The Supercrip Stereotype



Excessive praise for engaging in everyday activities is thought to reflect low expectations about what a person with a disability can do. (Martin, 2017)



***Stereotypes are usually not lies, but exaggerations, simplifications and generalisations that skew reality***



# Challenging Stereotypes

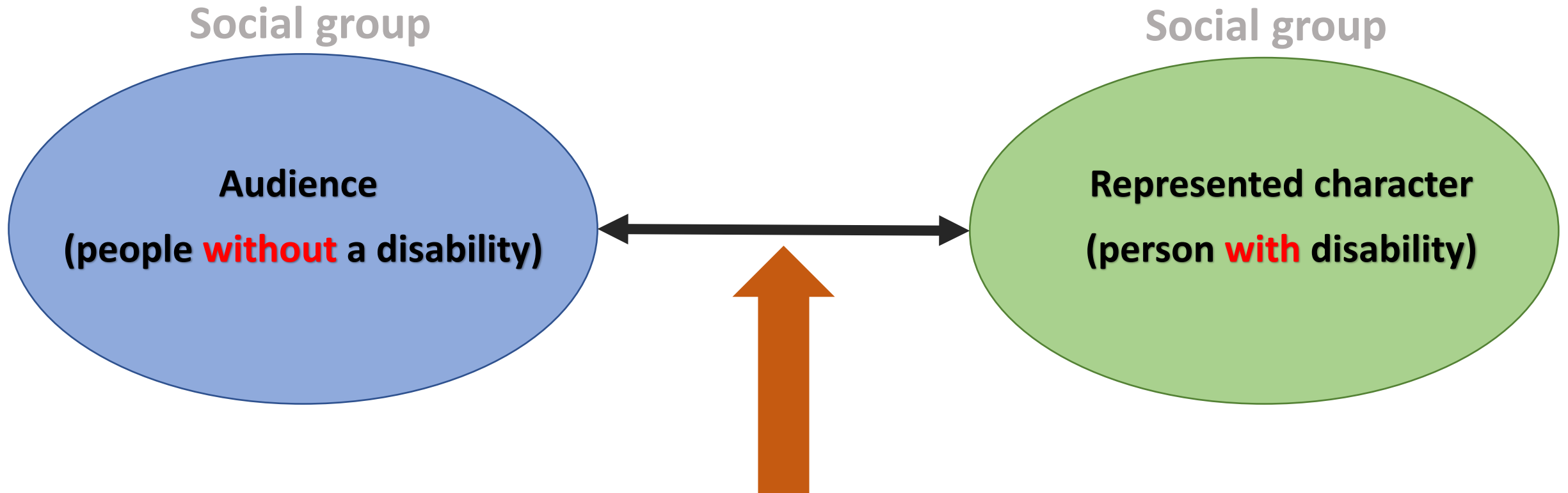
- One form of advocacy is to challenge stereotypes in order to reduce negative attitudes towards disability through media representations
- Essential steps:
  - Identify target audience (stereotype holders) – consider intersectionality
  - Identify stereotypes (see above)
  - Conceptualise non-stereotypical representations (see below)
  - Create media
  - Spread media to stereotype holders

# Challenging Stereotypes

**Documentary and Stereotypes: Reducing Stigma through Factual Media (Catalin Brylla, Palgrave, 2023)**



# Challenging Stereotypes

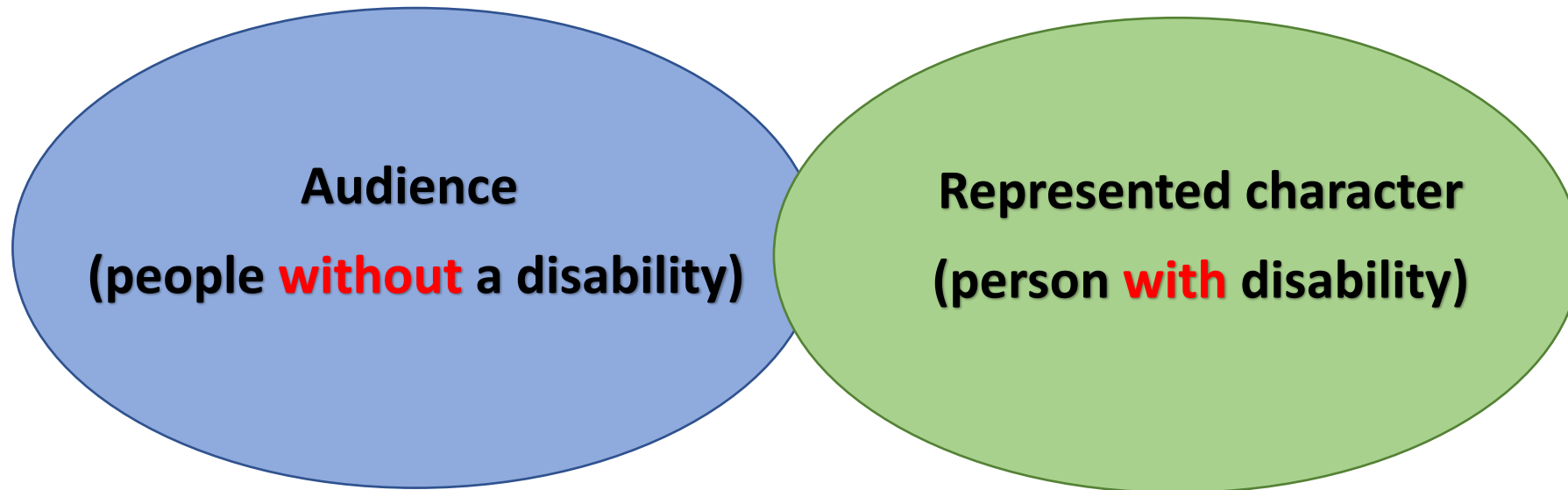


Distance between social groups (due to stigma)  
Distance between audience and character (due to medium)



# 1. Perspective-taking

Represent lived experience with complexities and nuances



# 1. Perspective-taking



<https://disabilityvisibilityproject.com>

A screenshot of a YouTube channel page for Lucy Edwards. The channel name is "Lucy Edwards" with a verified badge, handle "@lucyedwards", 713K subscribers, and 826 videos. Below the channel name are navigation tabs: HOME, VIDEOS (selected), SHORTS, LIVE, PLAYLISTS, COMMUNITY, and CHANNELS. There are two filter buttons: "Latest" (selected) and "Popular". Three video thumbnails are shown, each with a title, view count, and upload time.

**Lucy Edwards** ✓  
@lucyedwards 713K subscribers 826 videos  
More about this channel >

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Latest Popular

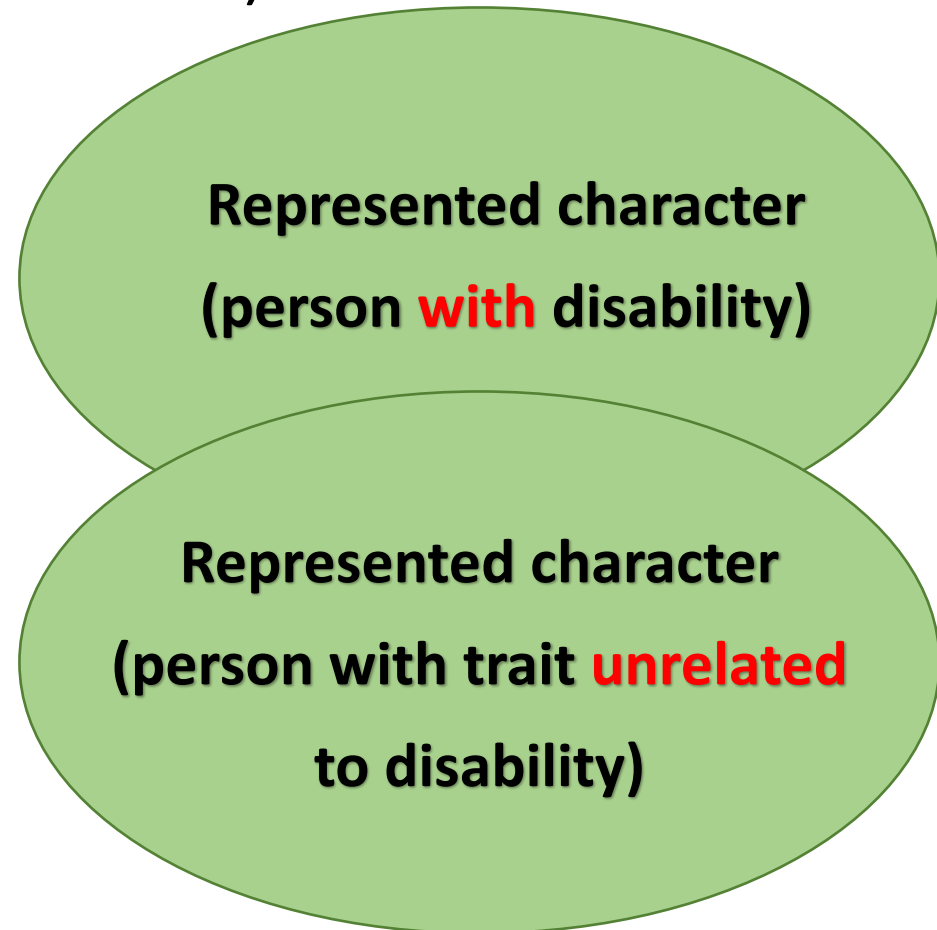
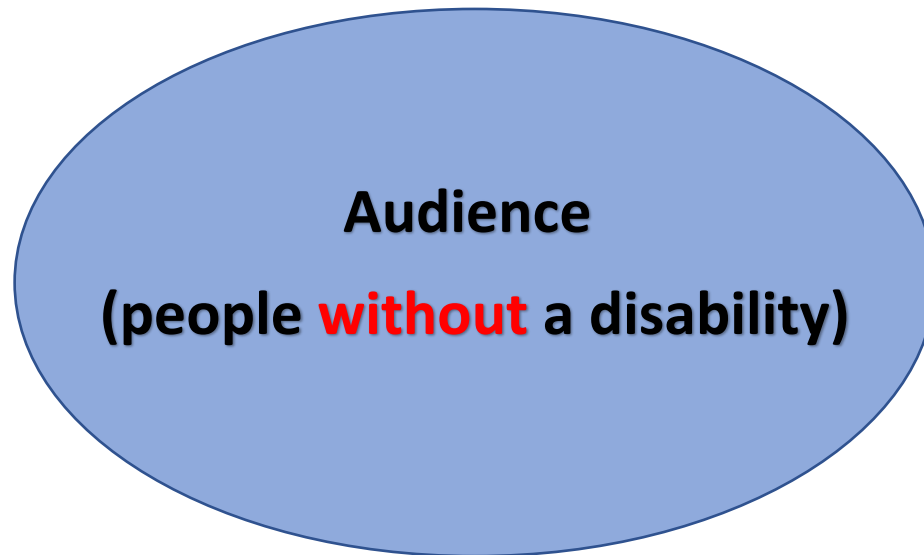
**Why I love the Next Door Cafe in Denmark as a blind person**  
2.5K views • 11 days ago 1:29

**Why I want to avoid sweet shops in Denmark as a blind person**  
3.5K views • 13 days ago 3:04

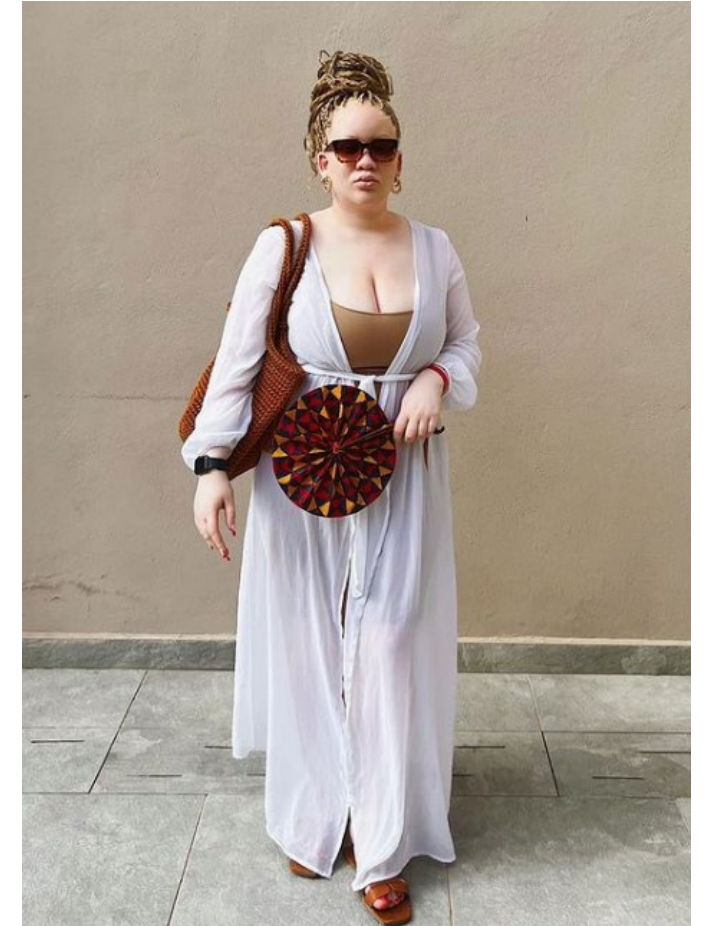
**I might not get lost getting the bus this time...**  
3K views • 2 weeks ago 1:43

## 2. Surprising Combinations

Mix social group unexpectedly (for audience)

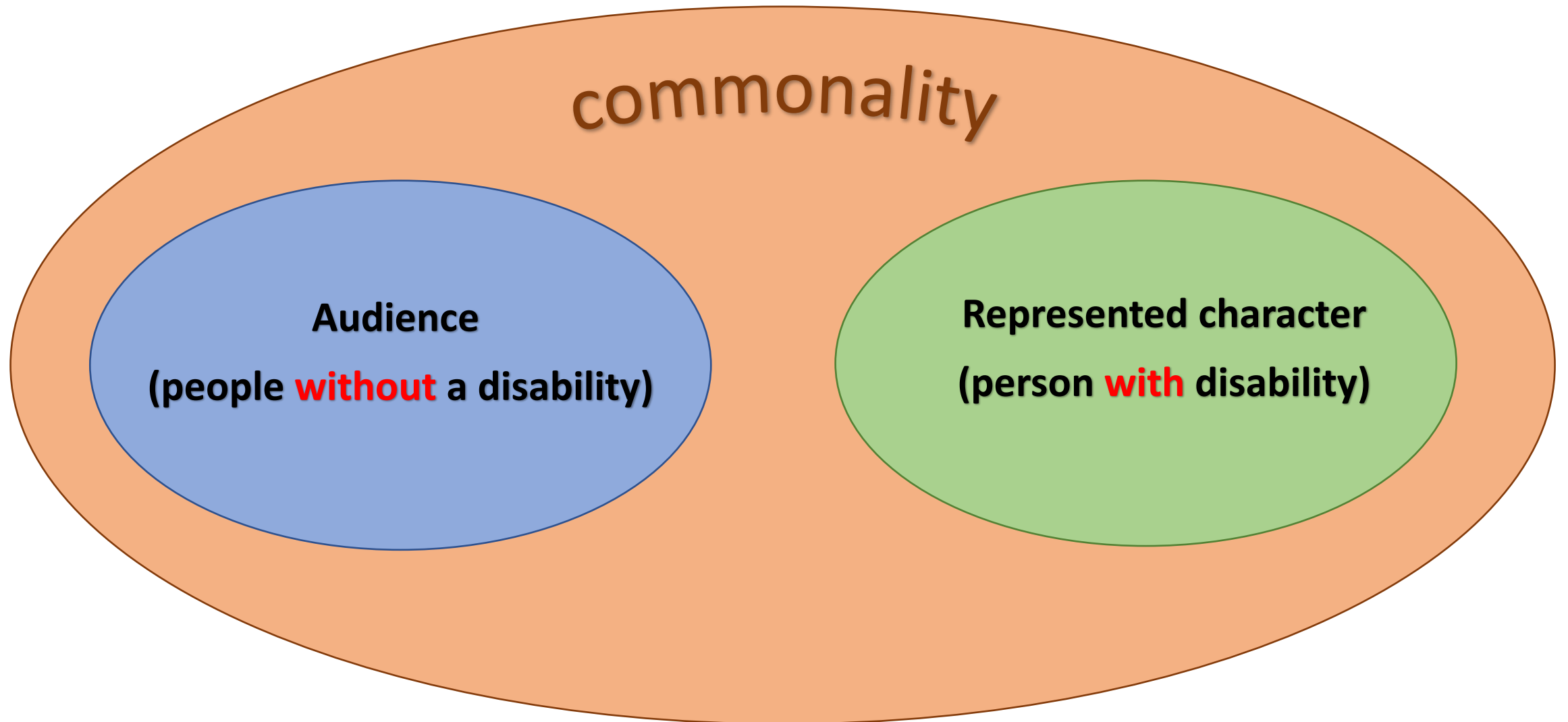


## 2. Surprising Combinations



[https://www.instagram.com/joannedion\\_/?hl=en](https://www.instagram.com/joannedion_/?hl=en)

### 3. Commonality between disabled and non-disabled people



# 3. Commonality between disabled and non-disabled people

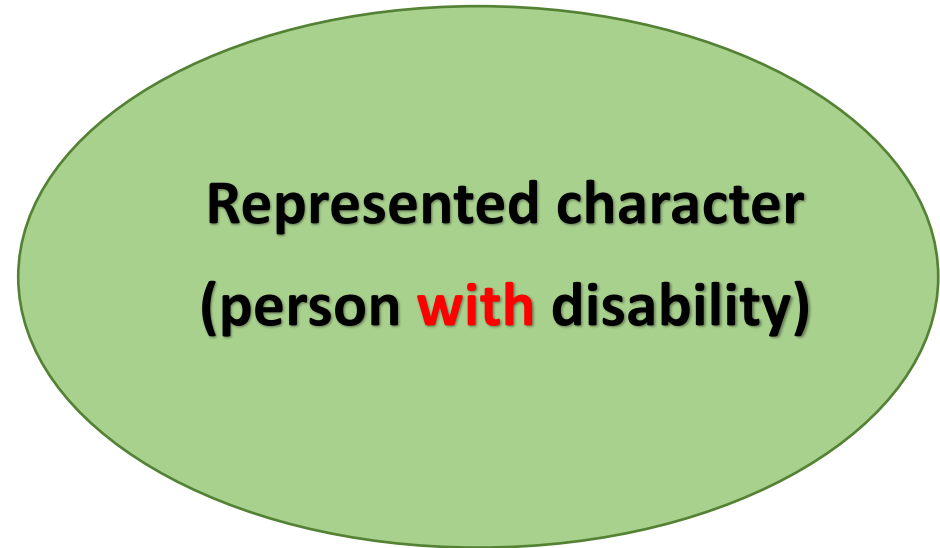


# 4. Individual Uniqueness

Individual



Individual



# 4. Individual Uniqueness

**Chella Man**  
256K subscribers

**SUBSCRIBE**

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**A Day in Our Lives**  
1,316,617 views • 4 years ago

Without further ado, our first attempt at vlogging!  
Definitely fun to document.  
Hope you angels enjoy!

Song: Fifteen by Foy Vance

0:35 / 7:30

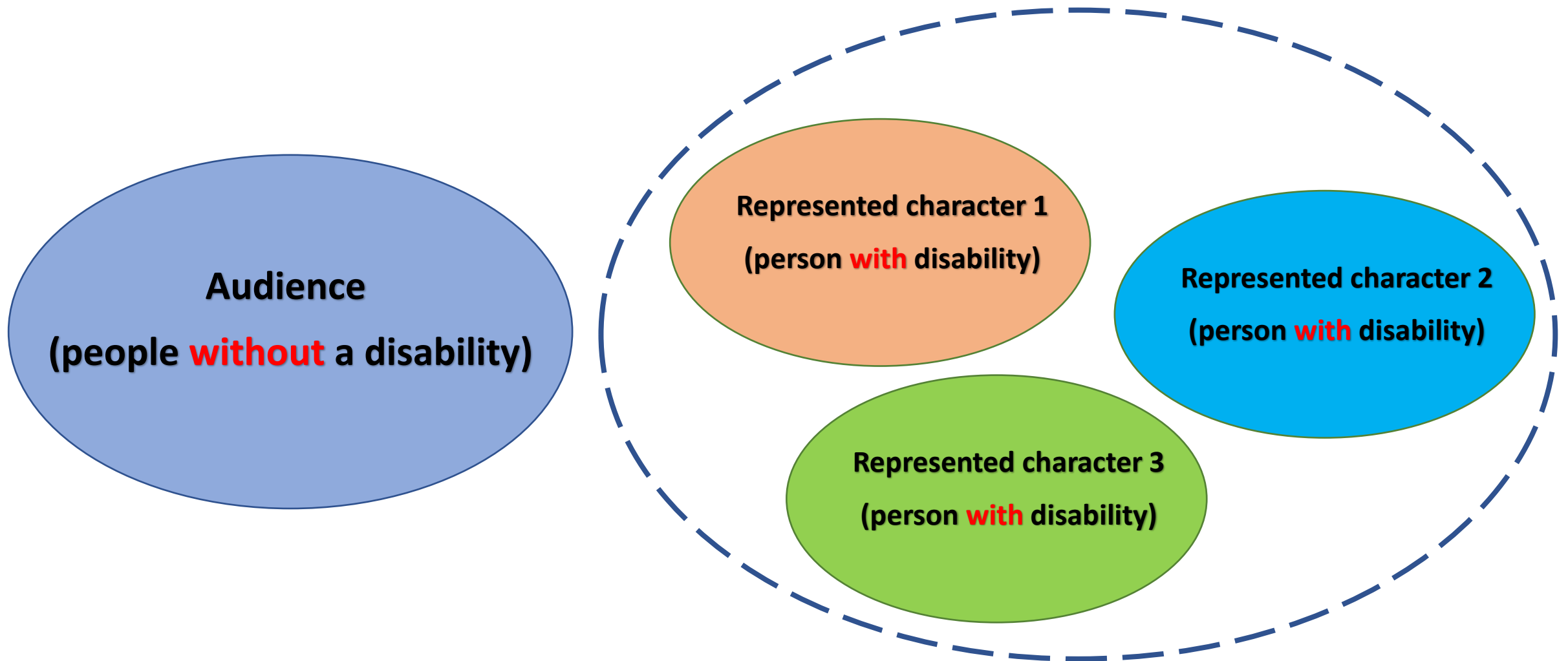
**Popular uploads** ▶ PLAY ALL

- 1 YEAR ON TESTOSTERONE**  
4.8M views • 3 years ago
- A Day in Our Lives**  
1.3M views • 4 years ago
- HELLO CHICAGO**  
835K views • 4 years ago
- HOW WE MET: PART I**  
798K views • 4 years ago
- BEING IN A RELATIONSHIP WITH SOMEONE...**  
687K views • 4 years ago
- VOICE PROGRESSION ON TESTOSTERONE**  
675K views • 4 years ago

deaf, transgender, (emerging) male, boyfriend, artist, Asian-American and Jewish

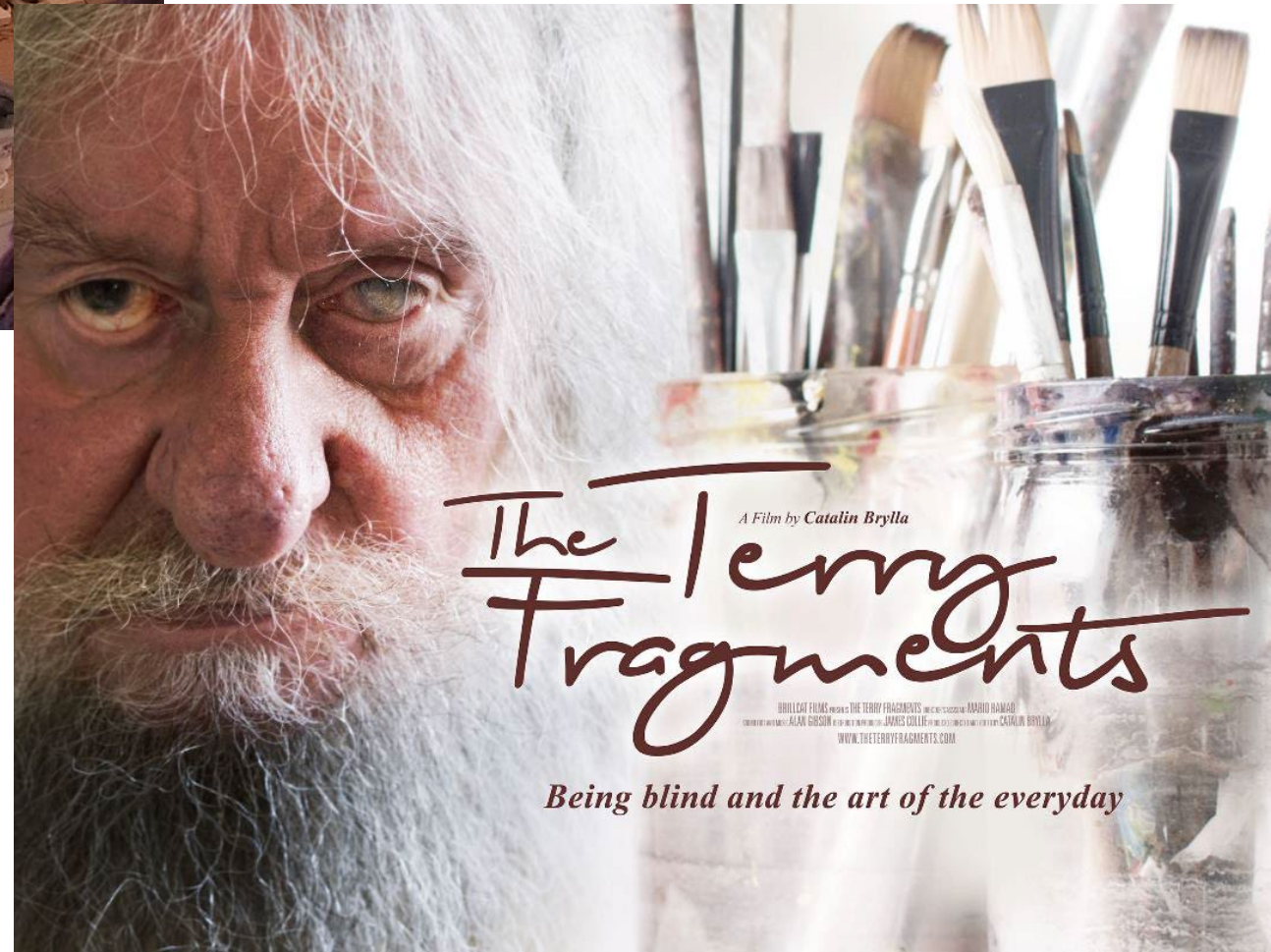


# 4. Individual Uniqueness (by contrast)



## 4. Individual Uniqueness (by contrast)





<https://www.theterryfragments.com/>

# Comments

- What kind of media advocacy forms are you interested in?
- Are there any social issues you would like to change?
- How do you think you can achieve it?