

# TEACHER GUIDE

THEY'VE  
GOTTA  
HAVE  
US

## STEREOTYPES IN MEDIA

Video Lessons, Teacher Guide, and Student-Led Activities

Created with the Ron Clark Academy (Atlanta, GA)

IN PARTNERSHIP WITH ARRAY 101

## ARCHETYPES & STEREOTYPES

LESSON

1

# TEACHER GUIDE

## ARCHETYPES AND STEREOTYPES IN MEDIA

In this lesson, we will study implicit messages in filmed media. How can you recognize and dispel stereotypes found in the media? What role have we all played in perpetuating these archetypes and stereotypes?

**ACTIVITY:** Watch the movie clips below and fill in the blanks.



[Hollywood Shuffle](#)



[Sixteen Candles](#)



[Saturday Night Live](#)



[The Sopranos](#)



[Modern Family](#)

**DIRECTIONS:** Watch the movie clips and analyze the characters shown. Using the glossary of archetypes and stereotypes, choose one character from each clip and identify the categories to which that character most closely relates. Identify the stereotypes and archetypes that might be associated with this character.

**OBJECTIVE:** After viewing Episode 1 of *They've Gotta Have Us*, participants will examine the impact that images and stories can have on audiences.

**Archetypes:** An archetype is an original character trait or a prototype. All other characters come from these original characters. Here are the 12 archetypes as defined by Carl Jung: The Sage, The Innocent, The Explorer, The Ruler, The Creator, The Caregiver, The Magician, The Hero, The Outlaw, The Lover, The Jester and The Regular Person. Visit the glossary for their definitions. Archetypes are recognizable, no matter your sex, race or culture.

**Stereotypes:** In contrast to archetypes, stereotypes are typically defined as caricatures: the dumb jock, the super-intelligent Asian, the dangerous Black man and the funny fat girl are a few examples. These stereotypes have historically been used to make audiences laugh, but oftentimes the real-life consequence is that audiences leave the theater and hang on to those fictional depictions.

# STUDENT ACTIVITY

NAME \_\_\_\_\_

## STEREOTYPES IN MEDIA

**DIRECTIONS:** Watch the movie clips and analyze the characters shown. Using the glossary of archetypes and stereotypes, choose one character from each clip and identify the categories to which that character most closely relates. Identify the stereotypes and archetypes that might be associated with this character.

### 1. *Hollywood Shuffle*



Character's name: \_\_\_\_\_ Archetype/Stereotype: \_\_\_\_\_

Why did you choose this archetype/stereotype for this character? Cite evidence from the clip.

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### 2. *Sixteen Candles*



Character's name: \_\_\_\_\_ Archetype/Stereotype: \_\_\_\_\_

Why did you choose this archetype/stereotype for this character? Cite evidence from the clip.

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### 3. *Saturday Night Live*



Character's name: \_\_\_\_\_ Archetype/Stereotype: \_\_\_\_\_

Why did you choose this archetype/stereotype for this character? Cite evidence from the clip.

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### 4. *The Sopranos*



Character's name: \_\_\_\_\_ Archetype/Stereotype: \_\_\_\_\_

Why did you choose this archetype/stereotype for this character? Cite evidence from the clip.

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### 5. *Modern Family*



Character's name: \_\_\_\_\_ Archetype/Stereotype: \_\_\_\_\_

Why did you choose this archetype/stereotype for this character? Cite evidence from the clip.

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# STEREOTYPES IN MEDIA

## GLOSSARY

### Examples of Archetypes:

**Hero:** sometimes known as the superhero, winner or warrior; they prove their worth through courageous acts

**Innocent /Eternal Child:** innocent adult who is naive like a child; their goal is to be happy

**Everyman:** can relate to many, sometimes known as the guy or girl next door; their goal is to belong

**Caregiver:** seen as the saint or supporter; they desire to protect and care for others

**Explorer:** quest-driven; they seek out new things and often wander

**Rebel:** they live for revolution; often seen as the misfit or revolutionary

**Lover:** wants to feel special and makes others feel special too; can be found in a variety of loving forms such as friendship, romantic and parental

**Creator:** seen as the artist; an innovator, dreamer or inventor

**Magician:** exists to use enchantment to solve everyday problems; holds knowledge both ancient and new

**Jester:** this is the trickster; a jokester or comedian

**Sage:** smart, worldly, powerful; seeking truth, they are also known as the expert, scholar, detective or thinker

**Ruler:** desires control; a born leader who rarely yields power

### Examples of Stereotypes:

**Brute:** a hyper-sexualized, attractive male character; often seen as [innately savage](#), [animalistic](#), [destructive](#)

**Black Best Friend:** a partial descendant of the [Mammy](#) who provides support and sometimes tough love to white characters; [friendships are often short-lived and mutually unfulfilling](#)

**Jezebel:** a hyper-sexualized, [morally unrestrained](#) and attractive female character of any age, not to be confused with the sassy Sapphire stereotype; a modern example is the term "gold-digger"

**Magical Negro:** a Black character who possess special powers or [deep spiritual wisdom](#), using their talent to solve the ills of white protagonists; closely aligned with the Noble Savage stereotype

**Smart Asian/Model Minority:** portrays Asians as a monolith, [having superintelligence](#) but little natural affection

**Noble Savage:** portrays indigenous people as the [idealized concept of uncivilized man](#)

**The Immigrant:** the 'alien' new to a country; [often disregarded in situations for their assumed illegality or inability to assimilate to U.S. culture](#)

## DISCUSSIONS QUESTIONS

1. What is the point of stereotypes?
2. Should stereotypes be used? How can they be avoided?
3. Are ethnic stereotypes “worse” than roled stereotypes such as “the dumb jock?”
4. Are stereotypes ingrained in the collective unconscious?

## BREAK THE STEREOTYPES

Want to dive deeper into these stereotypes and how to break them? Visit [array101.org](http://array101.org) to learn more about what makes them harmful and what you can do.



## ARCHETYPES & STEREOTYPES



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The Ron Clark Academy (RCA) is a highly-acclaimed, nonprofit middle school located in Southeast Atlanta. The Academy has received both national and international recognition for its success for creating a loving, dynamic learning environment that promotes academic excellence and fosters leadership.

