Computational Analysis of “Stereotypes as Cause of Gender Inequality”: A Study of Universities of South Punjab, Pakistan

Sidra Hussain
Department of Gender Studies
Bahauddin Zakariya University Multan, Pakistan

Basit Habib
Department of Gender Studies
Bahauddin Zakariya University Multan, Pakistan

Javaid Akhter, PhD
Department of Pakistan Studies
Bahauddin Zakariya University Multan, Pakistan

Abstract
The study examines the stereotypes as the root cause of inequality. With very little variances, all people were disturbed by stereotypes. The focal point of research was to find relationship between stereotype and inequality. The main objective of this study was to explore its impact of stereotypes on females such as access of female to public sphere, impact of media in regard to stereotypes, and the causes of inequality. A self-administrated questionnaire consisting of both open ended and close ended structure was used to engender the response from 200 students of universities of South Punjab in Pakistan. The convenience/haphazard sampling technique were used to collect data. Results indicated that rigid stereotypes have significant impact on females. And it is root cause of inequality between sexes in Pakistani society. It has bad effect on thinking, behaviors, values and customs of Pakistani society. Media and literature had play negative role in this regard. Eradication of these stereotypes is impossible. But these can be modified by giving awareness and education to people and by changing the pattern of socialization.

Keywords: Gender, Stereotypes, Socialization, Rigid, Inequality, Norms, Eradicate

I. Introduction
Believe in unfairly acts that people with a specific characteristic are the same (Merriam Webster Dictionary). World is developing day by day, but still our societies are badly tangled in some rigid and typical customs and practices. And practice of stereotypes is one of them. In Pakistani society stereotypes are strictly followed mostly in disadvantage areas. Most sufferers of stereotypes are female. Almost of the stereotypes are related to women. Such as they can’t go out in dark, they are weak, they are not courageous etc. This study is based upon the views of Pakistani people about stereotypes. Stereotypes are deep rooted and we can’t eradicate them but we can modify them, if we want. These are fixed pattern related to a specific gender or anything. We still follow them and specify them to something. Its impacts are both, negative and positive. But
mostly negative. If we can’t eradicate than we should modify it with the passage of time. Sometimes it becomes source of inequality. The main objective of study was to judge that stereotypes are root cause of inequality and by taking which step we can remove it.

The main objectives of study were:

i. To explore the root cause of inequality.
ii. To see who’s life is much affected by stereotypes (male or female).
iii. To see the role of media regarding stereotypes.
iv. To explore the bases of stereotypes.

The questionnaire consisted of 15 different questions. Which were both, opened ended and close ended. 12 of 15 questions were close ended while 3 questions were open ended. The universe of research was Multan, Pakistan. The targeted population was Bahauddin Zakariya University, Multan and Islamia University Bahawalpur. The sample size was 200.

II. Background

Agars (2004) concluded that, more than the last 30 years, gender concerns in the workplace have obtained a lot consideration. An overview of this text exposes limited examination of the impact of gender stereotypes on personnel decisions and the demographic dissimilarities current in greater management. In fact, this issue has hardly ever received severe notice. A false explanation of the little effect size usually reported when explaining the association between stereotypes and assessments of performance is a likely cause and a hypothetical display clarify the more stern impact of stereotypes on women’s advancement. Considered cumulatively, stereotypes are a certain and meaningful participant to the limited occurrence of women in high-level positions. Renewed consideration of the function of stereotypes in organizational decision making is needed, and suggestions for researchers are presented. Other applied matters for which the misinterpretation of gender-based effect sizes has hindered research are discussed.[1]

Basow, Susan A. said that Gender: Stereotypes and Roles are intended for students on the initial stage, and the wide-ranging references and gratitude of complexities make it a brilliant resource for advanced students and faculty. It can be used in psychology and sociology courses on women, men, gender, sex roles, and sex differences, and in women’s and men’s studies programs. The key theme is that there is slight physical or psychological verification to justify gender stereotypes as reflecting clear dissimilarities between the sexes. Most of the differences that do exist are the result of gender roles, not the cause. Gender is built by every socializing agent and force in society: parents, teachers, the media, religion, and so on. This remains a viewpoint book. The perspective of this study was feminist; how gender encodes inequality. In start, dialogue of the nature and meaning of gender, gender roles, and gender stereotypes. After that it inspect research on gender similarities and dissimilarities, with respect to physical, cognitive, personality, social, and sexual functions. Than this paper explored how gender stereotypes and roles developed, both historically and from one generation to the next. In the end it delves into the effects of stereotypes and roles on persons, relationships, and society. And then it explored alternatives to traditional gender stereotypes and roles, and considers ways to attain them.[2]
Blum, L. (2004) studied that Stereotypes are wrong or deceptive generalizations about groups held in a mode that turn into them largely. What we usually imagine of as stereotypes occupy not just any generalization about or reflection of a group, but broadly-held and widely-recognized images of a socially salient groups-Black as violent, musical, athletic etc. Stereotypes effectively form the stereotyper’s view of stereotyped groups, seeing the stereotypic characteristics when they are not present, failing to see the contrary of those characteristics when they were, and generally homogenizing group. A stereotypes correlate a certain characteristic with a stereotyped group- for example Blacks with being athletic. The cognitive distortions involved in stereotyping lead to a variety of forms of moral distortion, to which moral philosophers have paid insufficient attention. Some moral distortions are common to all stereotypes-moral separation, failing to see members of stereotyped group as individuals, and failing to see diversity within the group. Some stereotypes attribute a desirable characteristic to a group.

Bushra (2011) says that media plays negative role regarding stereotypes. She discussed entertainment side of media such as dramas, morning shows etc, that how they play negative role. She said that there are a large number of NGOs working on raising wakefulness about women's rights in domestic and public spheres and their portrayal in news media. Unluckily though, what is often ignored is another aspect of media which has a similarly important role, if not more, in perpetuating gender stereotypes. She said that the entertainment side is important because it generates and maintains ideas and stereotypes through a unintentional process. These messages are far more efficient than any analyst preaching to viewers to "think" about women’s equal participation in all facets of life. In this respect, television dramas are an essential instrument to broadcast gender equality. Yet even though the quality of Pakistani dramas has increased considerably after a 15-odd-year slump, they still haven't become sensitized enough over the message they send about a woman's domestic and public role. This difficulty of how women are projected on TV is connected to the widespread glass ceiling in the management of entertainment television channels. Additionally to absence of powerful women at decision-making levels, women-unfriendly programming is also a result of women's self-perception. Further she said that it is about time we become pro-active and start giving these channels our feedback. Their ratings, and thus revenues, are dependent on us which makes us their customers. Next time you witness something which is derogatory to women, whether it is a comment on a show or a scene in a drama, take a few minutes to search the channel's email/postal address and write them a stern letter. Let them know we expect quality entertainment with affirmative action to change this overwhelmingly prejudiced set-up and we won't settle for anything less. This could be our small contribution to try and change "business as usual".

Chaudhary (2005) examined that the position of women in Pakistan is too much dissimilar from all Western countries. Women is considered as weaker and defenseless in Pakistani society in all sector, especially in education, health, employment, opportunity, livelihood conditions, decision making etc. From last few decades much concentration has been given to the troubles and issues of women all over the world. The status of women and their role are important determinants of development, not because women comprise almost half of the human resources but also because they have to bear the burden of the daily struggle of survival, especially in developing countries. Many studies recognize the association between gender inequality and economic development. Keeping
in view the importance of development, an effort has been made to analyze the impact of
gender inequality in education in economic growth in Pakistan, using time chain
secondary data and regression analysis. This study has found that gender inequality in
early education levels and in the increase of education considerably reduces economic
growth. At the end it is completed that women will have to be provided with better
educational opportunities improved health care and recovered nutrition in order to
improve their economic growth rate will rise and it will alleviate poverty at all levels in
the country.\textsuperscript{[5]}

Donaghue and Fallon (2003) studied about gender-role self-stereotyping and they
ensured association between equity and contentment in secure relationship. They
discussed that close relations are significant part of life but these are also cause of
happiness and anguish too, which people experience and also offer a considerable part of
the social background in which a person’s dealings takes place. Different findings
propose that men and women tend to evaluate the fairness exchanges inside their close
relations by contrasting their conditions to those of people of the similar sex rather than
by contrast with their partners. Result of this study hold up earlier findings that
satisfaction in close relationships is linked to the result of social contrasts between
oneself and one’s partner. The association between equity and satisfaction was stronger
between people who were little in gender-role self-stereotypes. It suggests that the
significance of equity to satisfaction in close relationships vary with the degree to which
people believe about themselves in terms of customary gender-role stereotypes. It is
concluded that customary gender-stereotypes impact on the ways in which people judge
their satisfaction with their close relationships. This all showed that how the degree to
which one includes artistic stereotypes. These all findings reinforce the view that matters
of personal self definition have vital outcomes for people’s social manners and that
traditional gender-role stereotypes can work to justifiable inequalities in social change.\textsuperscript{[6]}

Gull (2012) studied to investigate the manner and view of university teachers towards
students’ gender role. Questionnaire was used to get the responses from 155 university
teachers of private and public sector universities in Pakistan and responses were analyzed
according to gender and education in order to detect that why they show biasness towards
male and female students and how gender-stereotype is played out by teachers in the
classroom. In this paper they analyzed that how these demographic independent variables
affect the faith and perception of teachers concerning students’ gender role. Results
indicated that teachers had different behavior towards male and female students and it
was due to teacher’s perceptions and attitude toward their students' gender role. Result
showed that discrimination by teachers towards the students' gender role in public and
private sector universities as well as age, qualification, designation, language, marital
status and ownership have noteworthy relationship with students’ gender biasness. This
relationship had not investigated in Pakistan before so this study was with the intention to
empirically get an insight to Pakistan. As teacher gender role stereotyping is the most
considerable factor in educational differences of gender but there are few studies focusing
on it. It was agreed that teachers had the greatest influence on educational stereotypes so;
this study is part of the minority effort to deal with this problem.\textsuperscript{[7]}

Izumi examined the effects of a variety of kinds of information on stereotypical
belief. Contributors responded to question about the explained individuals differed
significantly across narrative type. Participants were asked to estimate the percentages of
individuals in the three ethnic groups who possessed certain stereotypical traits. Much of researcher holds the idea that it is easier to maintain stereotypes than to modify them (Hamilton & Sherman, 1994). This could be due to the reality that stereotypes can be helpful. Thus stereotypes may persist because they serve an important purpose for the individual (Tan et al., 2001). Some researches, however, indicates that a variety of factors can make stereotype handy. To suppress stereotypes, people need to be motivated to do so and have the essential intentional resources and energy (Olson & Zanna, 1993).

III. Methodology

The quantitative research was conducted because it was not in-depth study. It was an overview of people about practice of stereotype. The sampling technique which I used was “convenience or haphazard sampling technique”. The sample selection is based on convenience or availability. I selected the respondents without any order. It was an appropriate and suitable for this survey. And this technique was used because it was easy and convenient for researcher. The questionnaire consists of both approaches open ended and close ended. The sample size was 200. Both male and female participated in that. 100 were males and 100 were females. The age group was 15-60. The universe was Multan and Bahawalpur, Pakistan and the targeted population were from Bahauddin Zakariya University and other half were from Islamiyah University Bahawalpur, South Punjab Pakistan.

IV. Analysis

The main purpose was to find out the impact of stereotypes on females and to see the relationship between stereotypes and inequality. The results indicated that the mostly victim of stereotypes are female, and it is cause of inequality. The figure 1 will show the results.

<table>
<thead>
<tr>
<th>Impact of Stereotype</th>
<th>Practice</th>
<th>Female Participation</th>
<th>Status of Female</th>
<th>Base</th>
<th>Media Role</th>
</tr>
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<tbody>
<tr>
<td>Q2</td>
<td>Q3</td>
<td>Q4</td>
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<td>Q10</td>
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V. Findings

Impact of Stereotype on Female:

Stereotypes are deep rooted in our society. People follow this consciously and unconsciously too. It is not easy to eradicate it. But the basic purpose of this study was to explore that whose life is much affected by it; male or female.

Decades ago people follow never consider stereotypes bad or source of inequality. But what they think today about it; this occurred in mind. Stereotypes are considered just like the other things which people follow, such as myths, superstitions etc. It was difficult to judge that what people think that stereotypes affect lives or not. Most occurring answer was yes it affects life. 57.5% respondent said that yes it affects life. It's time of technology and science, people is becoming aware and rationale. And they are trying to not follow such things. That's why they responded that it affects our life.

Now people started to think that stereotypes affect life. But whose life is affected much by it? I tried to seek the answer of this question. People accept it or not that the lives of female are much affected by stereotypes. It affects the life of female too much but to some extent it also affects the life of male too. As I was expecting the most occurring answer was "female", because females suffer in their lives due to these stereotypes. That's why people selected this option. But it wondered me when I see the second most occurring answer was "both". The 61.5% of the population said that female's life is affected by it. And the 35.5% of population said that it affects the life of both.

(Figure 1: Response against options of given questions)
Stereotypes bring inequality, because much of the stereotypes are linked to females. 52% said that yes stereotypes are cause of inequality. In our society, people generally favors male than female in all aspects of life. And female faces inequality due to a lot of reasons. She faces inequality in health care services, education, job opportunities, in private sphere, etc. But it is not known that why she faces this all. Many organizations, policies etc are working for the equity/equality in all domains. But still she faces inequality. So I included this question to know that in all the reasons of inequality, what the role of stereotypes is. And people also responded in that way which I was expecting that yes it is root cause of inequality.

After these results it was accepted that stereotypes affect the life of female. But it was not known that how or in which manner it affects the lives. The purpose was to check that how we inculcate ideas in the mind of child. Because we socialize our child in such way that they also behave in such manner. Well in the response of this question people replied in different ways. Some said that it creates male dominancy. People said the stereotypes affect our life in the ways that it becomes source of patriarchy. Males become dominant over females. And they subordinate the females. It influence on female and consider her inferior. Because she is consider second sex. After that they said in this way restrictions create, which directly affect the lives of females. They said that it make them limited to domestic sphere.

After that some said that it affects directly both genders, because it defines the way of life. And all have to spend their lives according to that way. Some respondent said that it generates barriers, because females face barriers in every walk of life. So people think that stereotypes are one of that factors which creates barriers in every way of life. Some replied that it is source of restriction for both gender. The response of this question was common, because our society practices such things. So people told their experience which they face and observe.

Practice of Stereotypes

Stereotypes are commonly practice in our society. They know that these are rigid ideas specific or attached to a specific gender but still they follow it. In this study, people gave different response. Most of them said that it shouldn't follow. The respondent said that we shouldn't practice it. But some of them said that stereotypes are both; positive and negative. And we should follow the positive stereotypes. Because often it defines way to live, and becomes good for us because it shows the path of lives. So we should follow the positive one, so that we can remove inequality from our society.

All people follow it but still we aren’t sure that why ewe follow this. It is transforming from generation to generation. And it is difficult to remove rather than follow. People cannot eradicate it easily that’s why they take it easy to follow it. But with the passage of time world is developing and people are trying to develop their selves. So now they want to remove such rigid thoughts. This question was close ended but given enough options to judge their mind. In the response of this question most respondent said that these are our old mind set that’s why we practice it. 56% respondent said that these are our old mind sets. To some extent they were right. These are the patterns which are settled by our forefathers. And we are forced to follow it. We follow our forefathers in
every walk of life, their way of living, behaving etc. The second most occurring answer was that these are societal norms. Society defines it, and forces us to follow that to survive in society. Because if we want to live in society in better way than we have to follow our societal norms.

Female participation

In our society males are dominant and female not much participate in public sphere. And they are not allowed to participate in public sphere. They participate in some limited areas. And same situation is in houses. Males are head of houses and female are not allowed to be head of the house. They are dependent on males for everything. I was never sure about the results because it was difficult to estimate the ideas in male dominant society. But results showed that the people want the participation of both genders in domestic issues. 63% respondent said that family would be average. We have patriarchal or male dominant society, where male are head of family. Whole family is dependent upon male. And our society never allow female to be head of family. But the respondent of this research people said that female should allow being head of house.

In our society the behavior of teachers is also stereotypical. They favors male more than female (Gull, 2012). Because they also consider that male are more intelligent than females. It is known that in our society female is considered less intelligent. The question related to intelligence was included to know that still women is considered less intelligent or not, because we have stereotypical ideas that male are much intelligent than females that’s why society prefer male than female. Different studies shows that male are intelligent than females. Females are considered more emotional and not courageous. And they don’t have power of decision and they are not strong. This question was created to know that still people think same, or something different will occur. But the results showed that now people think different. The results of this study showed that according to the educated people both male and female are intelligent. 71.5% respondent said that both (male and female) are intelligent. We can’t underestimate someone on our perception. We should consider them equal and never consider them imbecile.

In our society female don’t have access to public sphere; they are restricted to private sphere. If some are allowed than they are also allowed to limited areas. Like we attach things to specific gender that female will do job but only as a teacher, nurse etc. But this permission is also given to some females not all. Society says that other fields are not good for females. But this is just a stereotypical thought that when even you didn’t allow them to join other fields than how can you say that is not good or safe field for female. That’s why this question was included to know that what people say is it stereotypical thinking or anything else. 63% of respondent said that yes. It shows that people never allow female to go to public sphere due to their stereotypical developed thoughts. The study concluded that people never allow females to go out due to stereotypes. Like different studies shows that television dramas are an essential instrument to broadcast gender equality (Bushra, S 2011). Yet even though the quality of Pakistani dramas has increased considerably after a 15-odd-year slump, they still haven’t become sensitized enough over the message they send about a woman’s domestic and public role.

Societal status of female
The status of female in Pakistani society isn't hidden and in our society the status of women is very low. She is too much deprived of everything. She is considered not important. She isn't only suppressing in four walls of home, if she go out she faces same. It all is not hidden but we can't say anything without confirmation. So I selected this to see that what society generally thinks about female. And their favors are with which gender. And the answers were desired. It means the results showed that females are not considered equal as male. And they aren't like males.

What people think about equality and what are their ideas about it that society equally favors both genders or not. As it is known that society never favors both equally and the construction of the minds of child are also build in this manner that they also think in this manner. And the ideas of society are strongly in favor of male dominancy. Our society has chauvinist behavior. 71.5% of respondent said that no society don’t favor male and female equally. As all know that there is biasness in our society and society never favor/treat both genders equally.

In our society the capabilities of female are not given attention. She is considered weak and ineptness in our society. 55.5% said that yes due to stereotypes women have not capabilities. They think that to some extent women has less capability as men. It is because women considered unskillful in our society that's why society never give consideration to her skills. This all shows that society accepts it that they don't consider them equal and skillful as men. It showed that all people think that she is not capable as male, because all respondent gave same response. It is concluded that sue to stereotypes, women have no capabilities as men.

**Base and Eradication of Stereotypes**

In our society, people take religion strictly and rigidly. In fact religion is not strict. But it's the minds of people that how they take or understand it. 58.5% said that to some extent it is based on religious and racial basis. It all showed that people think that, stereotype are based on religious and racial basis. That's why people follow/take it strictly.

Most of respondent said that mind sets should change. Because mind sets are too much rigid. Other said that pattern of socialization should change, because we socialize our generation in such manner which favors one gender. If we want to change the pattern and want to treat the both genders equally than we have to socialize our new generation in such manner that they grew in different way. And they never do biasness and inequality. Some said that the level of education should develop. The literacy rate of Pakistan is too much low, and especially literacy rate of girls is too much low. Few girls are educated. And it is an interesting thing that stereotypes are not good for females but the main socializer (females) also socialize child in stereotypical way. Other said that there should be equality in our society than no one will follow such things. Some said Quran should follow. Other said that structure of society should change. The response was useful for me. Because the recommendations were mature. And if we'll follow these suggestions we can change the structure of society and can remove stereotypes, because it affects the life of both genders but mostly of females. So we should try to educate our society, change the patterns of society, pattern of socialization etc. So that there can be equality.
Role of Media

Many studies concluded that media has a negative impact regarding stereotypes (Bushra, S. 2011). Like other studies this survey also concluded that Media play negative role in this regard. Television dramas are an essential instrument to broadcast gender equality, this difficulty of how women are projected on TV is connected to the widespread glass ceiling in the management of entertainment television channels. Additionally to absence of powerful women at decision-making levels, women-unfriendly programming is also a result of women's self-perception. TV channels should show at least equity. We should give our feedback to TV channels so that they improve their status and show something like that which favors both genders and which never biased. The results showed that media plays negative role regarding stereotypes. 49% of respondent said yes media play negative role. People also think that media plays negative role. Media shows bias programmed especially the entertainment side of media projects male dominancy and patriarchy, which reflects our mind. And unconsciously we learn that all things, because they strongly promote our rigid thoughts. And we support male consciously and unconsciously.

VI. Discussion

This study and other studies showed that stereotypes have great affect on female. It is root cause of inequality and our media also play negative role regarding it, and stereotypes basis on religion and race. Results showed that people practice it because these are our old mindsets. Our society doesn’t favor male and female equally. Due to stereotypes women have less capabilities and she has less access to public spheres. This study supports all previous histories. As stereotypes are commonly followed in our society the results were as my expectations. But some were different too. Like I was thinking that people watch TV for entertainment and they enjoy it, they will never criticize it. But they said that media play negative role and it promotes male dominancy. And finally there are recommendations that we should educate our society and should change the pattern of socialization.

Already we have studied that females have less access to public sphere. Like that this survey also concluded that females have less access and they said due to these stereotypes female has less access. In short they thought it a cause of less access. It showed that people never allow female to go to public sphere due to their stereotypical developed thoughts. Like different studies shows that television dramas are an essential instrument to broadcast gender equality. Yet even though the quality of Pakistani dramas has increased considerably after a 15-odd-year slump, they still haven't become sensitized enough over the message they send about a woman's domestic and public role. As all know that there is biasness in our society and society never favors/treat both genders equally. Result showed that society never treats male and female equally. And it is correct. In fact society never favors male and female equally. And it showed that women considered unskillful in our society that's why society never give consideration to her skills and abilities. People said that women have not capabilities as men. It showed their strangeness and rigidity of their developed thoughts, that they even don’t consider male and female equal in capabilities.

Many studies say that media has a negative impact. Television dramas are an
essential instrument to broadcast gender equality, this difficulty of how women are projected on TV is connected to the widespread glass ceiling in the management of entertainment television channels. Like that studies this survey also showed that media plays negative role regarding stereotypes. And at the end of this study people gave their suggestion that how it would be possible to eradicate these stereotypes/stereotypical thoughts. They said that that mind sets should change. Because mind sets are too much rigid. Some said that pattern of socialization should change, because we socialize our generation in such manner which favors one gender. If we want to change the pattern and want to treat the both genders equally than we have to socialize our new generation in such manner that they grew in different way. And they never do biasness and inequality.

VII. Conclusion

Different studies concluded that stereotype affect our lives and mostly affect the lives of female. Females suffer in their lives due to these stereotypes. Like that this survey also concluded that it affects our lives and the most affected gender by stereotype is female. It was concluded that both genders are victim of it. But mostly is female, which is considered sub-ordinate. In our society, people generally favors male than female in all aspects of life. And female faces inequality due to a lot of reasons. She faces inequality in health care services, education, job opportunities, in private sphere, etc. But it is not known that why she faces this all. Many organizations, policies etc are working for the equity/equality in all domains. But still she faces inequality. Many studied showed that we face inequality in our society and out of many causes; stereotype is one of the main cause of inequality. This survey also examined that it is root cause of inequality. People think that we face inequality in genders and stereotypes are the root cause of that. It affects our lives in many ways. People gave different views i.e., it defines the way of life. And all have to spend their lives according to that way. Some respondent said that it generates barriers, because female faces barriers in every walk of life. So people think that stereotypes are one of that factors which creates barriers in every way of life. Some replied that it is source of restriction for both gender. The response of this question was common, because our society practices it. So people told their experience which they face and observe. And many studies also showed that stereotypes affect the lives of genders in different ways. People gave some suggestion at the end that we should develop education and give awareness to people, so that we can remove such rigid ideas. And Media should play positive role. And it should show equality in its programs.

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