

Research question:

How stereotype works?

Citation:

Jolanta Tambor "Stereotyp i prototyp – znaczenia terminów" (Stereotype and Prototype – meaning of this terms). Postscriptum polonistyczne, 2008

Authority of source:

The author of this source works at University of Śląsk. She is a specialist of Polish language and dialects.

Summary of source:

- 1) Scientists from different fields started to be really interested in stereotypes after publication of Lippman "Public Opinion".
- 2) In every field stereotype has different meaning, but the common feature is "superstition" or "simplification".
- 3) Definition from dictionary: Stereotype means view of some people, things or phenomena, which is fixed in consciousness of a lot of people and it is really hard to change this". (23)
- 4) The definition of Lippman is the most objective. In Polish linguistic the most important definition is definition of Bartmiński: "subjective view of thing, which includes description and evaluation. Stereotype is result of interpretation reality, which is connected with social cognitive model". The most important of his definition that evaluation does not have to be negative! (24)
- 5) For the author the closest is definition of Quasthoff, because she told that stereotype always is connected with evaluation, because we cannot talk about people without emotions. That's why Tambor tells that she would like to strengthen this definition by tell that for her evaluation is the most important component of stereotype. (25)
- 6) Later author starts to explain what does it mean "prototype": phenomena which is told as typical, where object is the best known by some society"; "the best example of some category". (26)
- 7) Author shows difference between prototype and stereotype:
 - prototype shows feature of species
 - stereotype bases on imagination or conviction fixed in society or language.
- 8) For example when we think about "bird", it's **prototype** feature is flying (that is why hen is not prototype. It can make bird's sounds, can have eggs, but cannot fly). But when we think about **stereotype** we can say about being symbol of freedom. Idioms which exist in Polish language show that, for instant 'be free like a bird' or 'eat like a bird', which means 'not so much'. Both of this 'features' were refuted by scientists.
- 9)The author persuades that every stereotype is connected with language and culture.
- 10)In the end of article the author tells about "a grain of truth", which is in stereotype or gossip. It is a part of stereotype which is a cognitive component – something like a base for our imagination, it is connected with prototype. It is something what can have typical object, because of that our mind can create stereotypes. Then stereotype will be evaluative.
The feature of prototype are connected with stereotype.

How I can use the article?

- it helps me to make theoretical side of my bachelor thesis. It shows me another sources, because the author uses a lot of them.
- it is base to understand the main problem (if I want to write about the stereotypes, I need to understand the definition).

What I understand better from book I want to write about:

*Prototype is something typical for something, some feature of for instance nation. We can say that we have some scientific evidence.

Stereotype is what another nations, societies image about this.

*We have prototype → some feature of that → we base on that and create stereotype.