

**Intercultural Communication Reflection Essay #2:  
Media Analysis: A media reflection on intercultural identity  
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In the last few decades, the media have some positive and negative influences in the society. There are many different kinds of media and they are represented in different ways. One of the media is the newspaper, which its information can shape people's perspective in particular cultures. In this paper, I will give an overview and my perceptions from the three different news sections of newspapers in terms of gender discrimination, racial discrimination, social identity gender identity and flexible stereotype.

When reading the Washington Post about the "White teachers and black teachers have different expectations for black students" the news section by Brown (2016), it shows that the race plays such a crucial role in the educational institutions. Black students, particularly black male students, have different learning experiences from white and black instructors. Brown (2016) mentioned that most black students taught by white teachers are seemingly underrepresented in gifted programs. On the other hand, black students seem to have more opportunities in black teacher's classrooms. Therefore, it shows that teacher have biases in grading student's ability by their different genders, races and ethnicities. Moreover, having a same race teacher matters in classroom communities. The concept of direct institutional discrimination can be applied in this incident. Direct institutional discrimination can be defined, "Action prescribed by either large organizations, or by entire communities that intentionally harms the members of a minority group" (Kasari, 1999, p.43). In this case, non-black teachers intentionally make decisions not based on ability but on physical factors such as sex and skin color. From my point of view, I do not know much about the color discrimination within the black community and I wish it did not exist. I would say that the white teachers from the news should not have different evaluations of black students' competence in the classroom because teachers' expectations can affect student academic achievement. Some researchers pointed out that because of the wise learning experience, which the instructors provide for students, the influence of the teachers on the students tend to be greater than the power of the students on the teachers (Rubie-Davies, 2015, p.16). This also involves with a concept of ethnorelative mindset, where white teachers should have a better understanding of students who are different ethnics and intercultural backgrounds (Ting-Toomey & Chung, 2012, p.28).

As the cited of the Washington post above, it can be highlighted that racism still exists in Western cultures, where there are people with various ethnic backgrounds. Likewise, the Washington Times presented a story of Muslim family, who claimed that they were racial

profiled to step off the aircraft by one flight attendance (Chasmar, 2016). A family was asked to deplane on a Washington, D.C. bound plane at the airport in Chicago due to a safety of flight issue. However, racial profiling can be counted as one of the basis of racism ((Ting-Toomey & Chung, 2012, p.175). Apart from this, DeLegend (2013) indicated, “Racial profiling refers to the discriminatory practice by law enforcement officials of targeting individuals for suspicion of crime based on the individual’s race, ethnicity, religion or national origin”. To my mind, it has a similar correlation between racial profiling and racism, which based on stereotype of how we think of someone. It strikes me that another way that would reduce the racial profiling is curving racial stereotypes and the way we see others. Flexible stereotyping concept could be related in this case, as the United Airlines should become more mindful and consider their inner thoughts and feelings based on factual information, not what they perceived from their stereotypes.

Nevertheless, the story that the women’s team complaint about the wage discrimination in the U.S. soccer is portrayed in the New York Times. They claimed, “They earned as little as 40 percent of what players on the United States men’s national team earned even as they marched to the team’s third World Cup championship last year” (Das, 2016). It can be assumed that U.S. soccer does not give priority to women players. Similarly, Ciani (2008) illustrated that men are paid more than women, even though women work more hours. It is popularly believed that there is gender discrimination among people that occurring in the society. Another way to think of this New York Times article is gender identity and how we interpret gender identity as females are expected to behave in a nurturing manner while males are expected to act in a competitive manner (Ting-Toomey & Chung, 2012, p.69). In my opinion, most people also have a stereotype in which soccer is a sport representing men not women. Basically, it is just our stereotype that has been shaped from what we perceive from media (Ting-Toomey & Chung, 2012, p.167).

To conclude, we have learned about discrimination as an entire issue from these three different sources. The news seems to present the reflection of diversities grounded on gender, race, cultural, ethnic etc. On the other side, racism is another cause that embedded in some societies. It also has a significant effect on other people in the communities. Nonetheless, there are numerous solutions that have been mentioned to prevent these issues in order to be able to live satisfyingly around the minority groups.



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