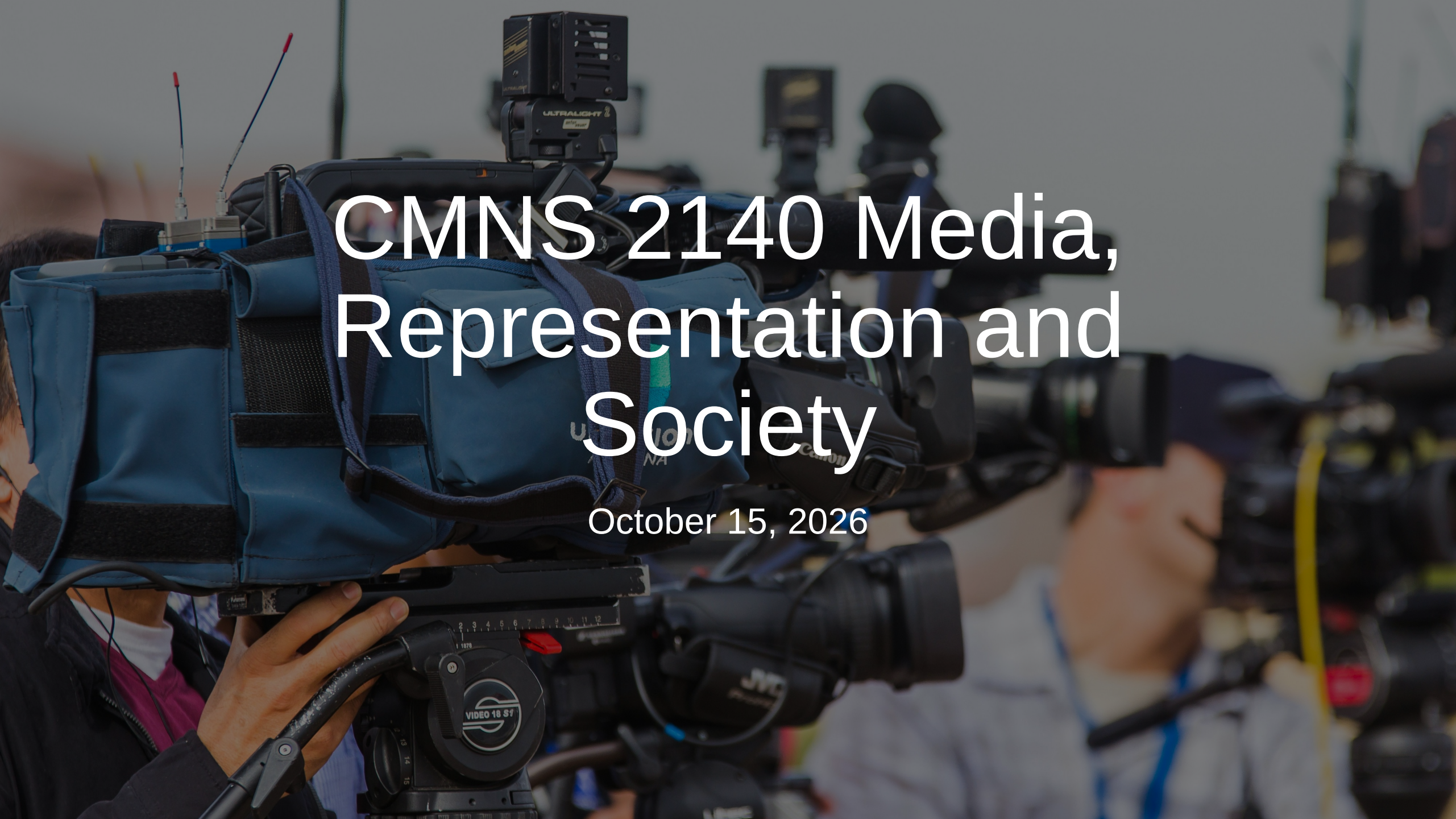




CMNS 2140 Media, Representation and Society

October 15, 2026

News and events

Yoga for Self Regulation,
1522 Old Main: Mondays
9:30-10:15, Wednesdays
2:00-2:45

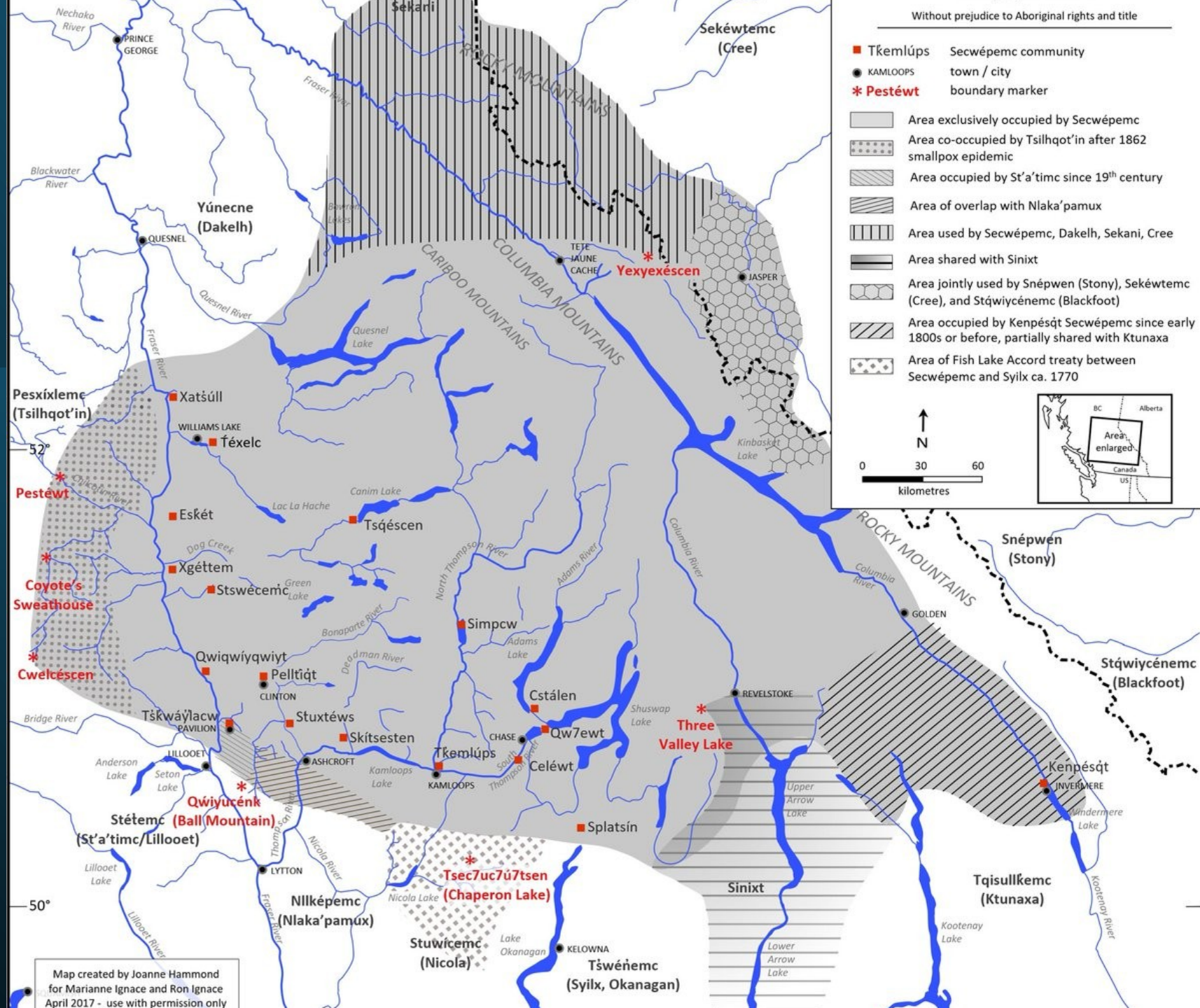
Sat Oct 17: Kamloops civic
election

TRUSU information site



Territorial Acknowledgement

Source: native-land.ca



Where we're going today...

Othering + stereotyping

How “us” gets made by naming “them”

Gender + erasure

Who's shown, how, and who's missing

AI guidelines

Last edits before Tuesday's lock

Warm-up: who's not in the picture?

3

minutes

Talk to the person next to you.

Pull up the ad you used on Oct 6, or any ad from your feed.

Who is the ad talking to? Who is it talking about?

Who doesn't appear at all?

Picking up from Oct 6

The question we left with

Who does your ad's "you" depend on not being?

Interpellation

Who is the ad calling to?



Othering

Who does the call push out?

Othering: making “us” by naming “them”

Othering

Representing a group as fundamentally different from an assumed “us,” so that “we” stay the unmarked norm.

After Hall (1997)

Remember The Rant?

“I am Canadian” works by naming what Joe is not: American. The “other” defines the “us.”

How to spot it

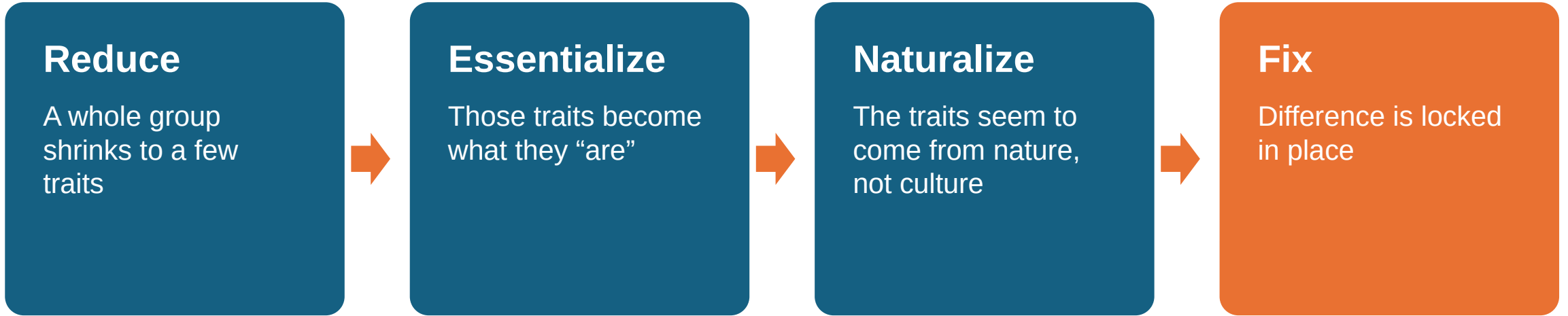
One group is the default; the other gets labelled

“Them” is strange, exotic or a threat

“Us” never has to explain itself

Difference is the whole point of the image

Stereotyping: four moves



Typing helps us make sense of the world. Stereotyping uses types to keep a group in its place.

Erasure: Whose absence signifies?

1

Omission

Not shown at all.



2

Trivialization

Shown, but as decoration, joke or sidekick.



3

Condemnation

Shown, but as the problem: blamed, punished or a warning.

The lens for the rest of Unit 2

What a media text leaves out is a choice too. Absence teaches who doesn't count.

Tuchman (1978): "symbolic annihilation"

Erasure in action



Omission · gender

IKEA Saudi catalogue, 2012

Women digitally removed. Everything else stays the same.

Source: WSJ, 2012-10-01



Omission · race + gender

AP photo, Davos, 2020

Vanessa Nakate cropped out; four white activists remain.

Source: Nakate on Twitter, 2020-01-25



Debate case · Indigeneity

Land O'Lakes packaging, 2020

“Mia” removed after 90+ years. Fixing a stereotype, or erasing Indigenous presence?

Source: MPR News, 2020-04-20

Gender in ads: Goffman's patterns

Pattern	What it looks like	What it suggests
Relative size	Men taller or larger in the frame	Men hold status and authority
Feminine touch	Women's hands barely touch objects or their own body	Women are delicate, decorative
Function ranking	He leads or instructs; she assists or watches	Men act, women help
Ritualized subordination	Women lying down, head tilted, knee bent	Women are less serious, more pliant
Licensed withdrawal	Women gaze away or seem lost in thought	Women need protecting; men stay alert

Goffman (1979), Gender Advertisements. Do these still show up in your feed?

Read it together: Van Heusen, 1951



Talk it through

Who is the “us” this ad speaks to?

Which of Goffman’s patterns can you spot?

What stereotype does it fix in place?

Who never appears in this “man’s world”?

What’s the 2026 version of this ad?

Try it: Othering, Stereotyping, Erasure

15

minutes

Groups of three. One ad per group.

Use the ad from Oct 6, your media audit object, or the Van Heusen ad.

1. Who is the norm, the unmarked “us”?
2. Who is othered or stereotyped? Point to the exact choice.
3. How is gender shown? Check Goffman’s patterns.
4. Who is missing, trivialized or condemned?

Share out: one sentence

This ad makes _____ the norm by _____, while _____ is othered, stereotyped or erased.

Keep it with your Oct 6 sentence. Together they're draft lines for your annotated media analysis.

AI guidelines: Next round

8

minutes

Same groups.

Open the class AI guidelines draft.

1. Read the current draft once.
2. Add one suggestion and one comment.
3. What's missing that you'd want before we lock it on Tuesday?

[Class AI guidelines draft](#)



Also on this week's readings
page

Next class

- Tuesday: Class and representation
- Annotated media analysis due Fri Oct 23, 9:00 a.m.
- AI guidelines locked next Tuesday; final version goes on the course site