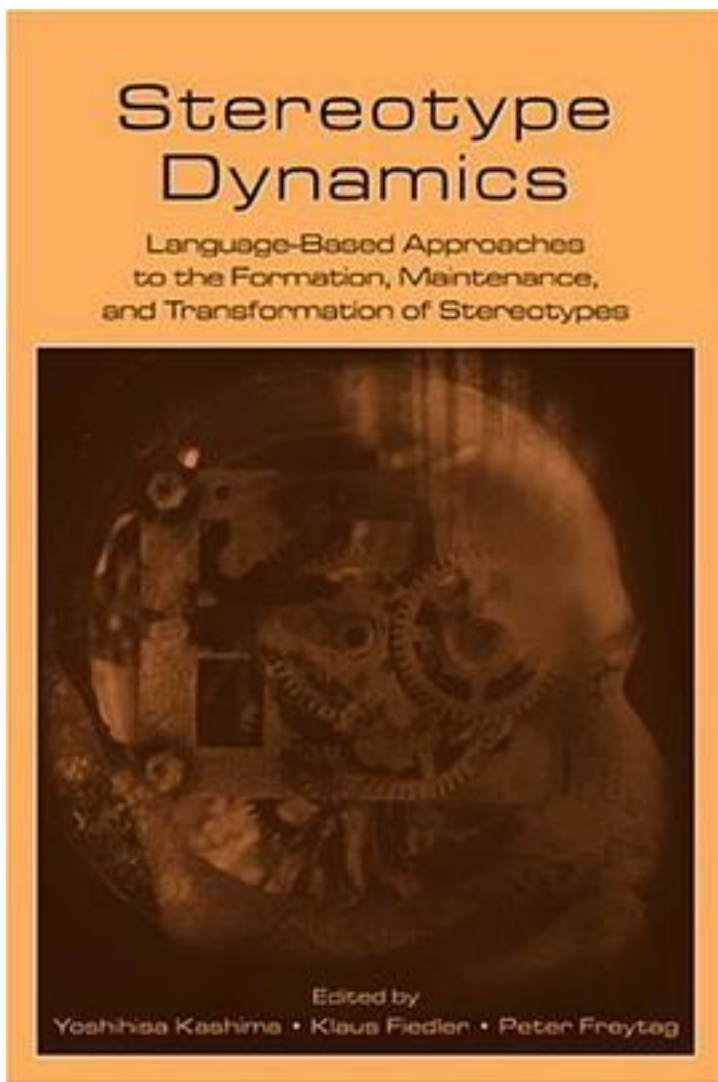


Stereotype Dynamics



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This volume addresses the role of communication in stereotype dynamics, while placing the phenomenon of social stereotypes appropriately in the socio-cultural context. Stereotype Dynamics assembles top researchers in the field to investigate stereotype formation, maintenance, and transformation through interpersonal facets of communication. Section one presents meta-theoretical perspectives, strongly informed by theories and empirical research. Subsequent parts address the following research questions in the perspectives of language-based communication: What do the signs in a language mean, and how do the meanings of the signs shape stereotypes? How do people use those signs intentionally or unintentionally? Is language use biased in some way? How do language users' identities affect the meaning of a particular language use in social context? What are the social consequences of language-based communication? Does language-based communication provide a basis for the formation, maintenance, and transformation of social stereotypes? This timely book is ideal for advanced students, scholars, and researchers in social psychology, and related disciplines such as human communications and sociolinguistics. It is also appropriate for use as a supplement in upper level courses on prejudice and stereotyping.

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目录:

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