

Media and Asian stereotypes topic of meeting

Wednesday, March 7, 2007

By **STEPHEN KLOOSTERMAN**

Ji Hoon Park, assistant professor in communication at Hope College, will speak about "Asian Stereotypes in the Media," at a Friday meeting of the Alliance for Cultural and Ethnic Harmony, a Holland organization.

The meeting will begin at 7 p.m. at the Center for Women in Transition, 411 Butternut Drive in Holland Township.

Park emphasizes that the media don't only reflect race relations, but in many ways, construct them by adding to stereotypes of various ethnic groups.

"We really have to be critical of the media stereotypes," he said.

Park said that stereotypes in media are in part due to negative feelings toward racial minorities, minority people not caring how they are represented, the small size of the minority's market and racial minorities being under-represented in media management.

"People still feel uncomfortable seeing people of color in positions of power," he said.

"This would fall under ethnic awareness," Kim Romero, president of the Alliance for Cultural and Ethnic Harmony, said about Park's presentation. "We select things that are provocative for the community to think about.

"I'm very excited to have this speaker coming in," she said.

If you go

- * Asian Stereotypes in the Media
- * 7 p.m. Friday
- * Center for Women in Transition, 411 Butternut Drive

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