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MODERATION OF THE ETHNOCENTRISM IN RELATIONSHIP OF THE STEREOTYPE STATEMENTS IN THE NEWS AND THE ATTITUDE TOWARDS THE ORGANIZATION

Abstract

The link between the stereotype statements in the news, attitude towards the news organizations and ethnocentrism is dynamic in nature as the generalization about any culture in the news media can have an effect and evaluated in the frames of the ethnocentrism, in consequences it can develop a negative attitude towards the reputation of such news organization. However, minute research has been pursued towards explaining the moderating role of the Ethnocentrism in Sindhi Audience in link of the stereotype statements in the news with the attitude towards the news organizations. Researchers have identified the significance of the attitude in the linking of the news whether, practice of attitude-stable news outlets have initiated to shift custom of other categories of outlets. Though, it remains unaddressed in the explicating the moderating role of the Ethnocentrism of Sindhi audience in the relationship of the stereotype statements in the news and attitude towards the news organizations. This paper aims to provide insight of the Ethnocentrism of Sindhi audience as a moderating factor in explaining the association between the stereotype statements in the news and attitude towards the news organizations. In addition, this paper is simply a theoretical investigation, it is anticipated that this effort principal towards a description of the moderating role of the Ethnocentrism of Sindhi audience (Esa)to address the relation of stereotype statements in the News(Ssn) and attitude towards the news organizations (Ano) which may be considered additional to determine the empirical finding.

Keywords: Stereotypes, News, Attitudes, Organizations, Media & The Ethnocentrism

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Introduction

Despite the fact that media organizations tempted to avoid the stereotyping and claims the impartiality in the media contents however, some of the claims of the media organizations suffers partiality(Regan, Carlson, and Rosenberger 2012). However, the stereotype statements in the news is considered as the unavoidable phenomena as it is caused due to different factors involving in the process of the news production(Feilitzen and Petrov 2011; Brooks and Hébert 2006). Therefore, the news stories produced although with the great concerns of the organizations towards avoiding this phenomena might have stereotyping statements towards different groups, race, religion etc.which further can develop the negative attitude about the news organization(Bessenoff 2006).Hence, the systematic research is necessitated to inquire the effects of the stereotyping statements in the news in perspective of the audience ethnocentric approach in evaluating the news contents.

The informational flow of the news media is collected and disseminated through the several means of communication handling humanly which allows the partiality at any stage of its formation which can further effect the attitude of the audience of the media(Kim et al. 2015; Eskjær 2013). Hence, there are some effects of partial or stereotype statements in the news story discussed in many previous studies for example evaluation of the news stories by the audience in their socio political perspective is well studied in the literature(Brooks and Hébert 2006; Eskjær 2013). However, little research is done todetermine the effects of the stereotype statements in the news story has been yet studied on the attitude of the audience which is area of research need to be explained empirically.

Although news is the informational content of the mediabut there are substantial body of knowledge which addresses the other sociological aspects of the news(Raza and Awan 2013). Furthermore, it is well establishing fact in the previous literature that news can have biased information which can further impairment the credibility of the news organization. Despite, the fact of the informational importance of the news discussed in the number of theories of mediathere is a growing debate about the statements highlighted in the news media can bethe reason in generating conflict in the minds of the audiences(Xie and Lee 2013). The relationship between the audience attitude and the stereotype news can intensify by several moderating factors among them ethnocentrism is one significant issue need to be inquired empirically which is the contribution of the current study.

The media outlets specifically working in the Pakistan are considered to be new significant pillar of society as it has largely gotten popularity in previous decade along with it also has competition among different leading news organization. Therefore, it can be assumed that the credibility of the news organization is considered a great matter of concern for the organization(Dao et al. 2014). However, the news organization specifically working in the country like Pakistan which has diversity in terms of ethnicity has great challenge to avoid stereotyping in covering the issues regarding the ethnic interests(Webster 2011). Therefore, news organization has need to have positive image across all ethnic groups in the Pakistan which is possible by avoiding stereotyping in its contents(Brown 2011). Moreover, the current study also focused to determine the effects of such

stereotype statements in the news on the ethnic group of Sindh which is mostly highlighted in the Pakistani media and generated disagreements over the time in several issues.

Literature Review

Theory of Priming Effect

The learning of media effects had been delicate to the specificgreat political distinctions between priming along with opinion modification(Gao et al. 2014; Chun et al. 2014; Webster 2011). The priming premise, which postulates that this more consideration campaigns and the media pay into a certainfeature regarding political life a lot additionalpeoples will rely on that deliberation within their political assessments, possesses considerableinferences intended for the politics(Chun et al. 2014). Really, the capacity to modify the principles regarding public appraisals by means of priming unlocks the entranceway for movements and the media to distress the generaladmiration of incumbents. Priming along with opinion change likewise carry different normative significance.

Other investigators are definitely more concerned about the including progressively more media effects products under a made easier attribute-based canopy. Price tag, Tewksbury and Capabilities (1997), as well since Scheufele (2000) have got therefore, it is argued with the uniqueness of priming as a research area well-intentioned of consideration. These creators of these studies, and others not right here, contend that plan setting and priming involve a new set of cognitive procedures than those mandatory by priming. While agenda setting and priming are thought to rely on the notion of attitude supply (salience), framing is actually rooted in Gestalt psychology along with attribution theory, which explored the particular tendency among visitors to detect patterns in waste information that were consistent with preexisting cognitive schemas (Scheufele&Iyengar, forthcoming). Subsequently, priming operates depending on applicability effects that invoke particular interpretive schemas, which then determine how info is processed (Scheufele, 2000).

Particularly priming effect of the media content like news depends on the information it contains further lead towards the attitude of the individuals about the source from which information is produced(Scheufele and Tewksbury 2007). Likewise, as the information in the news have some aspect of the stereotyping in form of the issue or the statements in itcan directly affect the attitude formation of the audience which received that information (Gao et al. 2014; Chun et al. 2014; Webster 2011). Therefore, the priming effect of the news depends on the information it comprehends there is less empirical inquiry has been so far conducted to determine this link of the attitude formation and the news stereotype statements in the light of the theory of priming.

Relationship between Stereotype Statements in News and Ethnocentrism

"Ethnocentrism" is a contemporaryterm, familiarized at the inaugural of the twentieth century by William Graham Sumnerconceived the notion of ethnocentrism to term what one may take to be a widespreadcircumstanceconcerningsocial groups and social standards: explicitly, that individuals are influenced that their means of undertaking things in their

171

folkways are higher to the means things are done elsewhere(Collegiate 2007). Moreover, the discrepancy amongst in-groups and outgroups is of vital significance. Outgroups are the substances of undesirable sentiments and unreceptive attitudes; in-groups are the substances of optimistic sentiments and uncritically compassionate attitudes.General ethnocentrism appears to be a powerful antecedent of the opinion of the group, typically featuring larger effects than cultural concerns. Information about specific collection, however, may focus attention with a particular group in a given historical moment. We predict group-specific have an impact on, not general ethnocentrism, should most powerfullyshape opinion inside the contemporary.

Whereas Stereotypingis really a thought which might be adopted about specific types of individuals or certain ways of doing things(Judith A, Charles R, and Anders 1995). These ideas or beliefs may or might not accurately reflect truth. However, this is only a basic psychological definition of any stereotype. In psychology and comprising across other procedures, there are diverse conceptualizations and practices of stereotyping that offer their own broadened definition. Some of such definitions share parallels, though each one could also harbor unique aspects that will contradict the other folk's(Chin, Wilson, and Russo 2013; Baker 2005). Moreover, the phenomena of the stereotyping in the media also accessible in the literature in different forms like gender, racial stereotyping and presentation of the certain groups is well found in many researches(Meuller , Diehl, 2015; Baker, 2005; Belkaoui & Belkaoui, 1976; Judith A et al., 2009). Stereotype statements in the news are specific statements which are the aims of the current study to find the effects of such statements specifically which is about the Sindhis ethnic group. For example, there are certain issues like wani and some other issues which are tagged to the Sindhi ethnic group and many statements in the news story are comprising of such information in form of distorting reality that can lead towards the negative evaluation of such sources of the news.

Moreover, in the recent years many research work has been conducted about the different aspects of the ethnocentrism to determine its role specifically in the area of the marketing and advertising it is well known area(Valentino and Jardina 2012). However, little work has been done to discuss its effects as the moderating role in the priming effects of the media contents like news. Although, ethnocentrism is considered as a sense which can help in evaluating the information and any incoming substance but less research has been conducted in the area of the evaluation of the news(Wolfsfeld et al. 2015; Valentino and Jardina 2012). Moreover, the previous studies explained that stereotyping can be the negative factor as it can trigger the negative feelings in the mind of person.Additionally, to explicit the effects of the stereotype new the factor of the ethnocentrism become more crucial in determining the effects of the audience specifically towards the news organization which is the aim of the current study to determine the aspects of this link. So, we propose that

Preposition 1: There is a direct and negative relationship between stereotype news and ethnocentrism.

Relationship between Ethnocentrism and Attitude towards news organization

An attitude can be as a positive or negative evaluation of people, objects, events, actions, and ideas(Eckler and Bolls 2011). Maybe it's concrete, abstract or almost anything in your surroundings, but there is really a debate about precise definitions. Eagly and Chaiken, for instance, define a frame of mind as "a psychological tendency that is expressed by evaluating a selected entity with some extent of favor or disfavor." Though it's sometimes common to be able to define a frame of mind as affect in the direction of an object, impact (i. e., discrete emotions or overall arousal) is generally thought as distinct from attitude like a measure of favorability in terms of the favorable attitude towards the source which generate information. Attitude may influence a person's vision to attitude objects, the use regarding categories for encoding information along with the interpretation, judgement and recall of attitude-relevant information or the news(Bart, Stephen, and Sarvary 2014).

Furthermore, there are some factors which influences tend to be more powerful for strong attitudes which might be easily accessible and based a more sophisticated knowledge structurebe that is why antecedents of the attitude must considered in the studies to understand the formation process of the attitude(MacKenzie and Lutz 1989; Lee et al. 2006). Behavior may guide attention and encoding on auto-pilot, even if the individual is pursing not related goals.The process of the attitude formation is established in many previous studies which indicates that the attitude of the individual depends on the factors like beliefs and information provided to the individual(Glasman and Albarracín 2006; MacKenzie and Lutz 1989; Kautonen, van Gelderen, and Tornikoski 2013).

In a study Hübner and Kaiser, (2006) indicated that the attitude is depends on the information attributes which is provided to the people. They further discussed that the negative attitude can be formulated if it is negatively conceived by the individuals as have conflict with their ethnocentric attributes. Besides this the impact of the ethnocentric approach of the news audience or receiver of the media content is also crucial element in the process of the attitude development which need to be addressed. Therefore, we propose that

Preposition 2: There is a direct relationship of the Ethnocentrism and Attitude towards news organization.

Relationship between Stereotype Statements in News and Attitude towards news organization

Attitude the predisposition of the individual and attitude is an evaluation of a great attitude object, between extremely negative to be able to extremely positive. Most contemporary perspectives on attitudes likewise permit that people can also be conflicted or ambivalent in the direction of an object by simultaneously holding both positive and damaging attitudes toward the identical object. This has concluded in some discussion regarding whether individual can hold multiple attitudes toward the identical object.(Eckler and Bolls 2011)

In addition, the phenomena with the stereotyping in your media also obtainable in the literature in several forms like gender, racial stereotyping and presentation with the certain groups is well obtained in many researches(Orth and Holancova

2004; Jones et al., n.d.; Delbaere, McQuarrie, and Phillips 2011). Stereotype statements from the news are specific statements which might be the aims with the current study to obtain the effects of like statements specifically and that is about the Sindhis ethnic group. For example, there are certain issues like wani and many other issues which might be tagged to your Sindhi ethnic group many statements in this news story are composed of such information in way of distorting reality that will lead towards your negative evaluation of such reasons for the news.

In consequence the priming is one where salient attributes of any message (its organization, selection of articles, or thematic structure) make particular thoughts pertinent, resulting in their particular activation and utilization in evaluations in the ethnocentric background of the audience which received the stereotype statements in the news(Shimp and Sharma 1987; Homi Bhabha, n.d.). Previous studies suggest that the act of reading an announcement article will establish which stored information structure (or schema) becomes active and attitude formation depends on the evaluation of the news or any information(Westjohn, Singh, and Magnusson 2012; Martin and Eroglu 1993; Valentino and Jardina 2012). In change, the activated knowledge structure based on the ethnocentric context will likely be used to interpret the news statement what is this news(Papacharissi and Oliveira 2012; Newsome 2014; Ajzen et al. 2011). In that respect, choices made by journalists and editors can be involved in determining the actual cognitive schema that the reader will sign up for a news tale and the relationship between the stereotype news and the attitude towards the news organization is moderated by the Ethnocentrism.

Furthermore, the trends in media to give follow ups of the issues regarding any sensitive issue about the ethnic group of people can also be the one of the possible reason towards the priming of the negative attitude towards the news organization. Therefore, the current study proposed the empirical investigation of the link between the stereotype statements in the news and the attitude towards the organization in light of the priming effect with determining the moderating effect of the ethnocentrism so we propose that,

Preposition 3: The link between stereotype statements in the news and the attitude towards the organization is moderated by the ethnocentrism context of the audience.

Proposed Model of the Moderation of the Ethnocentrism in relationship of the stereotype statements in the news and the attitude towards the organization.
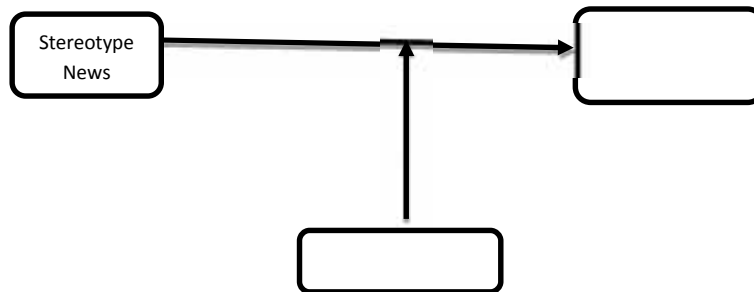
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