

# Stereotype Dynamics: Language-Based Approaches to the Formation, Maintenance, and Transformation of Stereotypes

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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 or 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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Review

"I think it is critically important for social psychologists to focus more on the influence of language and communication across the areas within the discipline, and I believe this volume will stand as a milestone in the movement of social psychology back to studying human interaction." - **David Roskos-**

Ewoldsen, Ph.D., University of Alabama

"The authors are all outstanding ... The chapters are timely and important." - Charles Stangor, Ph.D., University of Maryland

"... Kashima et al. achieve their goals for this volume... The reader is left with a new appreciation for the social nature of stereotyping, as well as an awareness of the limitations of a strict social cognition perspective... I would recommend this volume for the editors' intended audience of advanced scholars and students in social psychology, linguistics, and communication." – Matthew L. Newman, PsycCRITIQUES

About the Author Le Trobe University, Australia.

Klaus Fiedler is Professor of Psychology at University of Heidelberg in Germany. Among his main research interests are cognitive social psychology, language and communication, social memory, inductive cognitive processes in judgment and decision making, and computer modeling of the human mind. Professor Fiedler was the winner of the 2000 Leibniz Award.

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