Abstract

Even when, in México, the ethnic groups have been studied in different disciplines, only a small amount of works report their media representation or the public perception they have (Muñiz, Serrano, Aguilera y Rodríguez, 2010). For this reason, an investigation based on the cultivation analysis theory was made by analyzing the content of local TV programs which were broadcasted between June and July of 2009 in the state of Nuevo León. In total 46 characters were analyzed, 31 belonging to ethnic groups. The results showed that the indigenous characters were stereotyped and discriminated, placing them in inferior positions usually at the service of other people. Additionally, the ethnic groups were characterized with strong appearances that resembled wide differences with the other characters, in which natives were represented in a neutral manner without making distinctions between ethnic communities.

Keywords

Stereotypes, discrimination, indigenous communities, media representation, cultivation analysis.