

## Abstract

Stereotypes have always been present in society, but the rise in popularity of pop culture over the past decades has consequently affected the development of certain stereotypes. Prior studies have demonstrated how racial, ethical, and gender stereotypes are upheld in society and in the entertainment industry. The medical TV series Grey's Anatomy, being a widely known and watched show, will be observed to see how the producers and writers of the show have depicted the characters, setting, and storylines in a way that challenges the preconceived notions of society. Characterization of the protagonists, such as the clothes they wear, their personalities, and their actions will be semiotically analyzed along with the setting and storylines of each episode of the first four seasons. These factors will then be compared to common racial/ethical and gender stereotypes and analyzed how they contradict or follow each other. These factors will also be quantitatively analyzed through coding. Although other researchers have investigated the racial aspects of Grey's Anatomy, a semiotic content/film analysis of gender roles, race, and ethnicity all together has not yet been conducted. This research aims to demonstrate the ways that prime time television can counter stereotypes that are commonly viewed in society and especially in other prime time television shows. This study will demonstrate mass media influences and how it shapes viewers assumptions and will provide one interpretation of how popular media can counteract stereotypes rather than reflect them. Exploring the depictions of gender roles, race, and ethnicity in prime-time television and their counteractions against common stereotypes will be significant in the psychological field for interpreting and analyzing the way humans think and perceive ideas.