

A Tribe Called Red is producing a truly unique sound that's impacting the global electronic scene and urban club culture. Since 2010 the group – DJ Shub, DJ NDN and DJ Bear Witness – has been **mixing traditional pow wow vocals and drumming with cutting-edge electronic music.**





A TRIBE CALLED RED



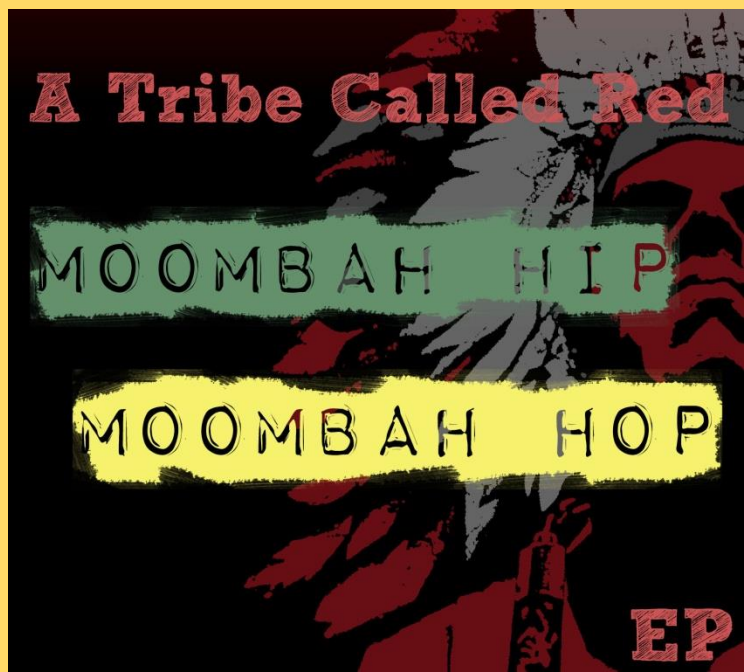
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A TRIBE CALLED RED

In a sense, ATCR's music is the soundtrack to a contemporary evolution of the pow wow: their Electric Pow Wow events in Ottawa showcase native talent and aboriginal culture.

Within a couple of years they've become the face of an urban Native youth renaissance, championing their heritage and speaking out on aboriginal issues, while being on top of popular music, fashion and art. DJ Bear Witness doubles as the crew's visual artist and creates stunning, political and sometimes humorous videos that incorporate film and pop culture references to native people and reclaim the aboriginal image.



Unit: First Peoples of Canada



How are we shaped by the land we live in, the society we develop and our personal heritage?

Our central theme is:

IDENTITY

Today's Lesson:

IDENTITY & STEREOTYPES



Personal/individual
identity



Collective/group
identity

Learning Outcomes

1. Describe the factors that shape identity
2. Describe ways that identities are expressed
3. Define stereotype
4. Explain how stereotypes can affect our lives

Identity Activity

- What is an identity?
- What kinds of things make up our identity?



Identity Activity

- How can these identities be expressed?



Identity Activity



1) Write down two aspects of your own identity which are important to you

2) Share with your partner:

- What you chose, and why?
- How you express them



Identity Activity

- What about a collective/group identity?



Identity Activity

- What happens when you “can’t” express your identity?



(2:10) <http://www.youtube.com/watch?v=Hmucr0l1wUA>
<https://www.youtube.com/watch?v=Q9KTIkuh6Dw>

What is a stereotype?



Stereotypes

- When we try to make sense of the world we often simplify and generalize things.
- **Stereotypes are based on an oversimplified generalization of a social group**
- They can be positive or negative
- Example:
 - Jamaicans are really relaxed
 - Women are bad drivers



Stereotypes

- Often an **unconscious act** based on assumptions (gender, skin colour, hair, clothes)
- We need to become **AWARE** of these assumptions
- When people are stereotyped, they can become **defined by the stereotype** and other aspects of their identity are ignored

Stereotypes



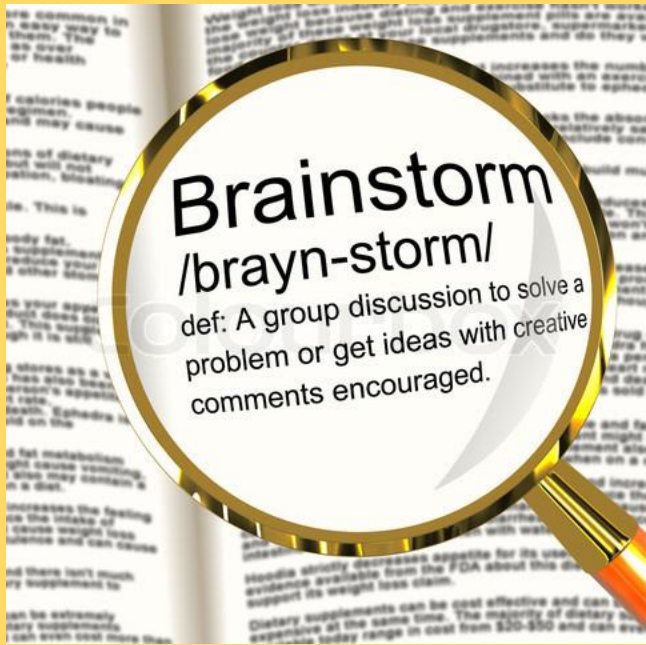
1) Take 1 minute to think about and write down stereotypes that you have heard/seen

2) Share with your partner



3) Class discussion

Stereotypes



Brainstorm
/brayn-storm/
def: A group discussion to solve a problem or get ideas with creative comments encouraged.

- Where do they come from?
- Where do we see them?



Duncan McCue
CBC reporter

Aboriginal Stereotypes in the News

- **The five ways First Nations make the news in Canada**
(<http://www.cbc.ca/news/aboriginal/what-it-takes-for-aboriginal-people-to-make-the-news-1.2514466>)

#1: Warrior



#2: Drumming



#3: Dancing



ABORIGINAL
CANADIANS

#4: Drunk



#5: Dead



Impact of Stereotypes

- How are the previous “images” harmful?
- Wide range of differences become simplistic categories
- Transform **assumptions** into "realities"
- Can be used to **justify** the position of those in power
- Can perpetuate social **prejudice** and inequality

Video Clip

8th Fire: Indigenous in the City 00:00-5:15



Or <https://www.youtube.com/watch?v=G1kuRCXdu5A>

Mascot Controversy



- If the Indian Mascot Could Speak (3:19)
<http://www.youtube.com/watch?v=8nfir23yX08>
- <https://www.youtube.com/watch?v=HTBT-F6oYw>
- https://www.youtube.com/watch?v=Jfjp-a_RX24



Reflection

1. What are the most important factors in your personal identity?
2. How do you express your identity?
3. What is a stereotype?
4. What are some ways that stereotypes can impact our lives negatively?
5. Do you think that Indian mascots/team names should be changed? Why/why not?