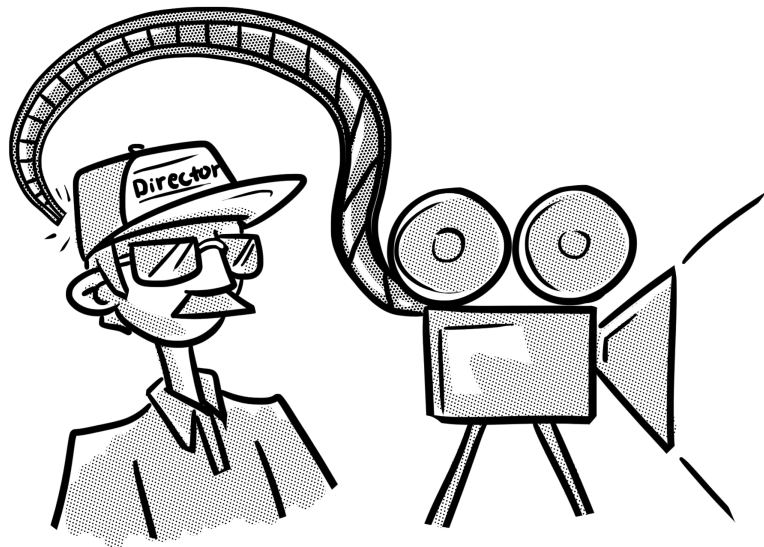
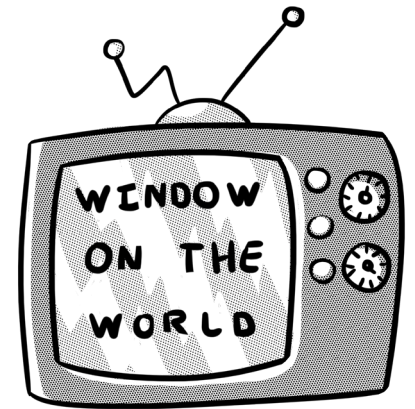




Media Studies



Representation & Stereotypes

- Why do **stereotypes** exist? Are they always bad?
- Choose a range of common stereotypes within the media and explore how they have become **established over time**.
- Explain what role stereotypes play in communicating **information** to an audience.
- From your research into a range of stereotypes across the nine media forms, explain how they can be useful and how they can be problematic.

Representation & Reality

- Explain whether the **vast array** of representations of reality in the media reflect real life. Does this differ depending on the media **form** and **purpose** of the text?
- How do media producers create **verisimilitude** within media products?
- Explore why some representations of reality appear to be **more truthful** than others. Refer to specific case studies.
- Research what is meant by the phrase **'the media is a window on the world'**. Do you agree with this?

Representation & Audiences

- Explore the factors affecting audience interpretations of representations. How far do their own **experiences, values** and **beliefs** play a role in this?
- In your opinion do audiences rely on the media to **inform their opinions** on issues and debates in modern society?
- Do audiences always agree with the **preferred reading** of a media text? How does their **positioning** within a text affect the representation of groups?
- Explore how **different** representations are used to appeal to **specific** audience groups?

Representation & Society

- Examine how **social** and **cultural** changes in society play a role in shaping the **changing representations** of groups within media texts.
- Explore why some representations of reality seem to be more **real** and **truthful** than others.
- Are certain **demographics** more **influenced** by media representations than others?
- How important is **media ownership** when analysing the representations on offer in a text?

REPRESENTATION

noun: the way in which the media portrays issues, events, individuals, social groups, or sets of beliefs

Representation & Gender

Many academics have explored how the representation of gender within the media has played a role in shaping people's views and the society in which they live over the past century. In order to explore this area of Media Studies you need to research the work of **academics** within this field:

- Produce an infographic of **influential feminist writers** that have explored how the media has shaped hegemony through its representations of gender. Explore the key arguments from each of these (you should start with **Judith Butler, bell hooks and Liesbet Van Zoonen**).
- Do you agree that representations of men and women within the media have **shaped our society**? How have these representations changed over time? Refer to specific examples.

Representation & Producers

- How do representations within the media convey the **viewpoints** of the people that produced them? Use case study research to support your response.
- How powerful is the **repetition of values** and **beliefs** from media producers when broadcast across a range of media products? Refer to specific examples.
- Research specific examples of how **dominant representations** are contrasted against **contested representations** of specific groups within society.

Representation & Ideologies

- Examine the role **advertising** plays in shaping, reinforcing and challenging **hegemony** in our society, you should explore how a variety of different groups are represented across a range of campaigns.
- What role does the media play in setting the **political agenda** in British society? You should explore any examples of propaganda in the press.

Representation & Contexts

- Explain how media products are able to reflect the **social, economic** and **political context** in which they are produced. Refer to specific examples.
- Discuss how audience responses to and **interpretations** of media products **may change over time**. Refer to different media forms in your response
- How **important** are media representations in raising awareness around **social, political** or **cultural** issues?