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Partners in excellence

OUTRAGE!

FAKE NEWS
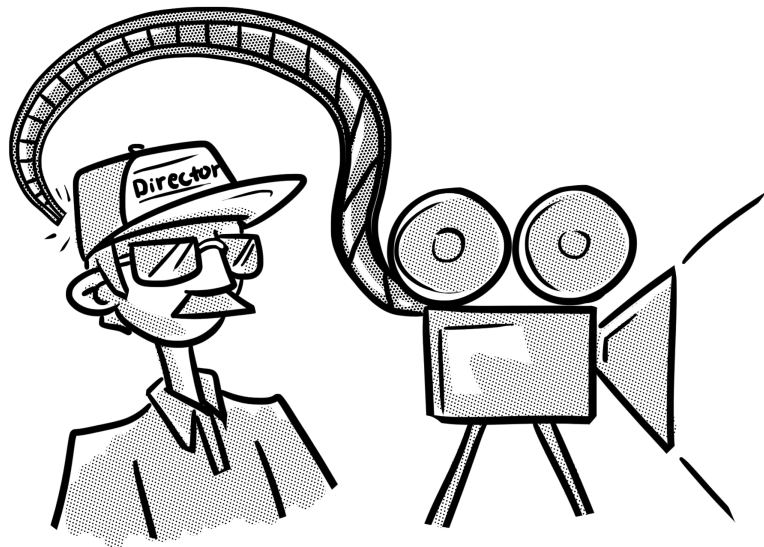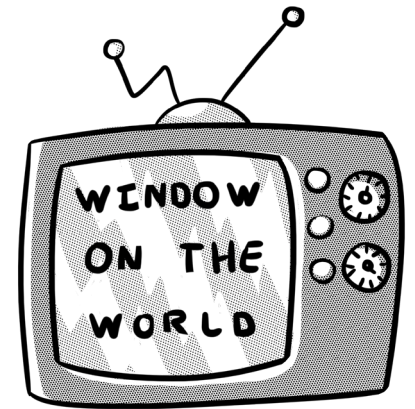
MORAL PANIC

PiXL
Media Studies

WINDOW ON THE WORLD

Director

ThinkIT

Representation & Stereotypes

- In your opinion will stereotypes *always exist* within media products? **_Why_**?
- Explore how stereotypes can *shape public opinion* and *reinforce hegemony* within society. Chose an example of a *common stereotype* found in contemporary media and research it's development over recent years.
- *Compare* and *contrast* the representation of a specific group in society offered by right-wing and left-wing news publications. How might these *shape public opinions*, and **_why_** do you think the producers chose to represent this group in the way they did?

Representation & Society

- *'The representation of all social groups within the media is fair and balanced.'*
  How far do you agree with this view?
- Explore how and why particular social groups are *underrepresented* or *misrepresented*. Why do you think **_bias_** exists in the Media?

Representation & Ideologies

- *'Media representations are just reflections of reality, not constructions or distortions'*.
  Discuss this idea with reference to different media texts across the nine different media forms.
- *Assess* the relationship between the media and the *dominant values* within a society.

Representation & Reality

- Explain the difference between reality and the *media's representation of reality*.
- In your opinion is a *lack of representation* just as powerful as negative representation?
- Compare the representations of reality between those found in *social realist* texts and those in *mainstream* media.
- What is meant by the term *'the media is the message'*? What are your thoughts on this? Find out what media theorists have written in response to this, and apply this to media texts.

REPRESENTATION

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

Representation & Gender

- Referring to at **_least two different academics_**, discuss how theoretical perspectives on gender and representation see the role of the media in shaping gender attributes.
- *'The media simply represent gender they do not construct it'*. How far do you agree with this statement? Refer to specific examples in your answer.
- David Gauntlett argues that *'the mass media is a force for change'*. Explore this view through focusing on the representation of men and women in the media.
- John Berger argues that *'men look, women appear'*, how far do you agree with this idea? Refer to several different media in your response, whilst also applying theoretical studies.

Representation & Audiences

- As modern audiences play a more *active role* in producing their own media texts, do they now have more *power* to challenge hegemony and raise awareness of political and social issues?
- Assess how far *social variables*, such as class, gender, age and ethnicity, affect the way audiences **_decode_** media representations.
- Has the media made us a more liberal nation?

Representation & Producers

- Do all media products have a *message* behind them? **_Should_** they all have a message?
- Assess how *influential individual media producers* are in communicating messages and values.
- Explore the specific **_choices_** media producers face when representing *ideologies & values* in their texts.
- Discuss how representations differ depending on the **_purposes_** of the producers.

Representation & Contexts

- Explore how media products can be used to examine a specific *historical context* through the analysis of **_media language, representation & messages_** and **_values_** within a media text.
- Referring to specific examples, assess how a media product can reflect, and/or challenge, *political views* within a social context.
- *Evaluate* how *important* media representations are in **_agenda setting_** within a society, refer to examples.
- Can the media *change* people's views on an issue?

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Media Studies *GCSE Representation Think It*