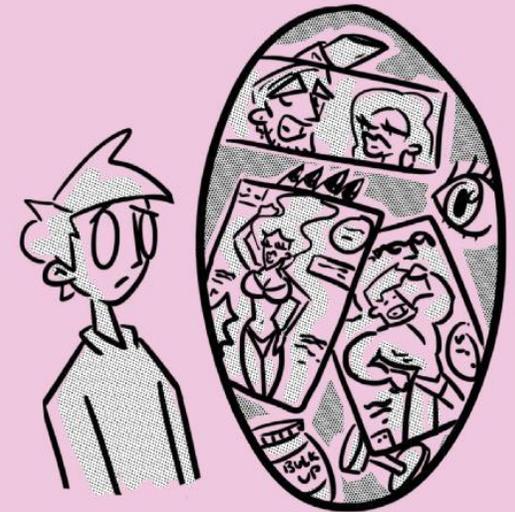
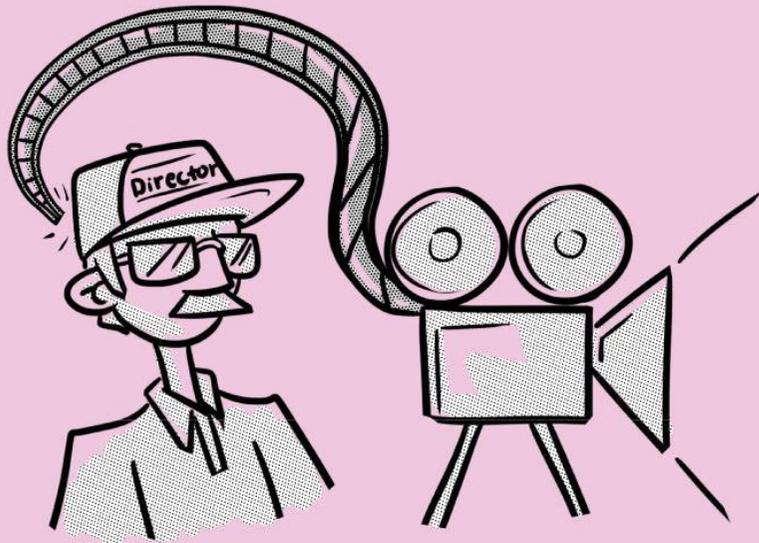




PIXL Media Studies



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 & 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 & 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

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.

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 & 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?