

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?