

# Revise Representation

Please read through pages 43-57 of the 'Media Studies – Key Concepts' booklet and answer the following questions (see page references to find the specific answer).

1. What is the difference between **under-representation** and **misrepresentation** – p.43?
2. What two things “can” media texts do with **stereotypes** – p.43?
3. When does **Stuart Hall** argue that **stereotyping** tend to occur? What are **positive stereotypes** associated with – p.43?
4. List at least three **traditional stereotypes** associated with men – p.44.
5. List at least three **traditional stereotypes** associated with women – p.44.
6. Considering these **stereotypes**, which gender appears to be more positively represented – p.44?
7. What is **patriarchy/patriarchal ideology** – p.44?
8. What evidence do we have that **patriarchy** still exists (to some extent) in the UK – p.44?
9. What rights have **feminists** fought for (and won) for women – p.45?
10. What evidence do we have that the struggle against **patriarchal ideology** continues – p.45?
11. What is **objectification** – p.45?
12. How are women frequently **objectified** in the media (how can we tell if a woman is being **objectified**) – p.45?
13. Why is **objectification patriarchal** – p.45-46?
14. What is the **beauty myth** (and whose theory is it) – p.46?
15. How are media texts **constructed** to appeal to the **male gaze** – p.46?
16. How do media texts encourage audiences to view women *through* the **male gaze** – p.46?
17. What issue does the **Bechdel test** draw “attention to” – p.46-47?
18. What are the rules of the **Bechdel test** – p.47?

19. In what ways are men often represented differently to women in the media? – **p.47?**
20. Explain at least three ways (together with reasons) that representations of women have changed since WWII – **p.48-50?**
21. How have representations of men changed since WWII – **p.48-50?**
22. What **stereotypes** exist about rich and poor people – **p.50?**
23. What is the difference between **race** and **ethnicity** – **p.51?**
24. What is **ethnocentricity** – **p.51?**
25. What historical events/issues have affected the representation of race/ethnicity – **p.51-52?**
26. What **colonial stereotypes** exist about white/European people – **p.52?**
27. What **colonial stereotypes** exist about “other” cultures/races – **p.52?**
28. What did **Alvarado** argue that black people are often represented as being – **p.52?**
29. What is the **white saviour myth** and why is it a distortion of reality – **p.52?**
30. What **stereotypes** exist about:
  - Children?
  - Teens?
  - Adults?
  - Older people – **p.53?**
31. Why may media producers currently be reluctant to **stereotype** older people – **p.53?**
32. What is **sensationalism/moral panics**? How may they affect the representation of events – **p.53?**
33. What is **fake news**? Why is it a problem? How do you spot it – **p.54?**
34. Where do news stories come from (identify three main sources) – **p.55?**
35. What is **investigative journalism** and why is it expensive – **p.55?**
36. Why are newspaper editors considered to be “**gatekeepers**” – **p.55?**
37. Identify five criteria (according to **Galtung and Ruge**) which gives news “**value**” – **p.55’?**
38. What is the difference between **left** and **right-wing ideology**? How may it influence the representation of events – **p.56?**