

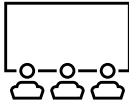

HOW has the group/issue/event/subject been represented?

REPRESENTATION = RE-PRESENTATION (a construction/not the truth)

Is it a **positive** or **negative** representation?

Does it **reinforce** or **subvert** stereotypes?

What **choices** have been made (what's been **selected**, **combined** or **omitted**)?

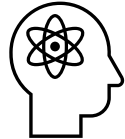
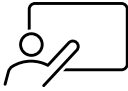


<p>1</p>	<p>Identify whether the text:</p> <ul style="list-style-type: none"> reinforces a <u>specific</u> stereotype* OR subverts a <u>specific</u> stereotype* OR mis-represents a subject or group OR under-represents a subject or group <p>Use list of common stereotypes (overleaf)</p> 	<p>E.g. The poster for 'Spectre' reinforces the stereotype that men are strong. Or: The poster for 'Black Widow' subverts the stereotype that women are weak.</p>
<p>2</p>	<p>Describe the text and how it constructs this representation (using media terminology)</p> <p>Be specific and use media terminology (see Knowledge Organiser for Media Language)</p> 	<p>E.g. For example, we see Bond holding a gun. This use of a prop... Or: For example, the producers have placed prop fighting sticks in Black Widow's hands...</p>

WHY has it been represented this way?









What does it signify or connote?

What opinion/meaning/ideology does it support?

APPLY WHICH ARE RELEVANT TO THE QUESTION OR POINT YOU ARE MAKING

<p>3</p>	<p>Explain what idea(s) this "connotes" or "symbolises"</p> <p>Use abstract nouns (overleaf)</p> 	<p>E.g. [This] connotes power, Or: ...which connotes strength and power.</p>
<p>4</p>	<p>Explain what this suggests or implies about the scene, character, subject, producer(s) or topic</p> <p>You can also consider bias/viewpoints/meanings</p> 	<p>E.g. ...implying that Bond is strong and authoritative. Or: ...suggesting that the producers want Black Widow to appear strong and authoritative to the audience.</p>
<p>5</p>	<p>Explain how it supports or challenges a particular ideology</p> <p>See list of ideologies (overleaf)</p> 	<p>E.g. This supports patriarchal ideology because it reinforces the idea of male domination. Or: This challenges patriarchal ideology because it subverts the idea of male domination.</p>
<p>6</p>	<p>Explain how this aspect of the text has been affected by its context</p> 	<p>E.g. Such sexist attitudes were typical of the 1970s. Or: This is more typical for contemporary films, which often make an effort to challenge sexist representations.</p>

1 KEY CONCEPTS (REPRESENTATION)

	GENERAL: mediation (p.43*); under-representation (p.43); mis-representation (p.43); reinforcing/subverting stereotypes (and positive/negative stereotypes) (p.43)
	THE REPRESENTATION OF GENDER: “men act and women appear” (Berger, 1972) patriarchal ideology (p.44); feminism (p.45); objectification (p.45); the Beauty Myth (p.46); the male gaze (p.46); the Bechdel test (and under-representation of women) (p.46-47); hyper-masculine representations (p.47); the metrosexual (p.47); the female gaze (p.47)
	FEMALE STEREOTYPES: Traditional/ patriarchal stereotypes reinforce the idea that women are: weak, submissive, vulnerable, domestic (do the housework/look after the children), emotional, indecisive and that their worth is dependent on their physical beauty or appearance.
	MALE STEREOTYPES: Traditional/ patriarchal stereotypes reinforce the idea that men are: strong, dominant, confident, powerful, independent, aggressive, logical, decisive, unemotional, practical and are the “ breadwinners ” (earn money for the household).
	THE REPRESENTATION OF RACE/ETHNICITY: The difference between race and ethnicity (p.51); ethnocentricity (p.51); colonialism (p.51); colonial stereotypes (p.51); the white savior myth (p.52)
	WHITE/EUROPEAN STEREOTYPES: Racist/colonial stereotypes reinforce the idea that WHITE/ EUROPEANS are: wealthy, intelligent, civilized, saviours, sophisticated, law-abiding, superior and “ normal ”.
	STEREOTYPES OF “OTHER” NON-WHITE CULTURES: Racist/colonial stereotypes reinforce the idea that “ OTHER ” NON-WHITE PEOPLE are: poor, uneducated, uncivilized, helpless, primitive, criminal/violent/dangerous, inferior and unusual or “ exotic ”.
	THE REPRESENTATION OF ISSUES/EVENTS: sensationalism (p.53); fake news (p.54); news values (p.55); partisan news (p.56); left wing/liberal ideology (p.56); right wing/conservative ideology (p.56)

3 CONNOTATIONS (ABSTRACT NOUNS)

See semiotics – denotations/connotations/signifiers (p.34-35)



 power/strength	 vulnerability/fragility	 weakness/submission	 bravery
 confidence/authority	 conflict/violence	 poverty	 anger
 danger/death	 love	 happiness	 tradition
 intelligence/cunning	 wealth/success	 peace/tranquillity	 modernity

5 IDEOLOGY

This supports/challenges...



- **patriarchal ideology** (the idea that men are superior to women – p.36) **because...**
- **feminist ideology** (the idea that men and women are equal – p.37) **because...**
- **racist/colonial ideology** (the idea that some races are superior - p.36) **because....**
- **a left wing/liberal ideology** (advocating equality/social responsibility - p.37) **because...**
- **a right wing/conservative ideology** (advocating tradition/individual freedom) **because...**
- **consumerist ideology** (the idea that we should buy things to be happy, express ourselves and maintain a healthy economy – p.38) **because...**
- **the view that...** (see **other ideologies** on p.36-38)