GCSE Representation

PiXL Media Studies

GraspIT

© January 2018 The PiXL Club Ltd. All rights reserved.

This resource is strictly for the use of member schools for as long as they remain members of The PiXL Club Ltd.
### 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 test?
- 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 & 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 & 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 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 & 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 & 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 & 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?